

Malmesbury Town Council

Minutes of the Town Promotion and Tourism Committee held in the Hobbes Parlour, Malmesbury Town Hall on Thursday 16th June 2011 commencing at 7pm.

Present: His Worship the Mayor, Councillor S Cox
Deputy Mayor, Councillor R F Sanderson
Councillors: Mrs C C Doody and A C R Woodcock

Apologies: Councillors Mrs J Cavendish, I Henderson, S Killane J R Lawton and M H Snell.

Non Attendance: Councillor Mrs R Miles.

There being only three members present the Chair, Councillor Mrs C C Doody, delayed the opening of the meeting until Councillor Cox could attend in his capacity as the Town Mayor and thereby enable the meeting to be quorate.

Public Question Time

No questions were submitted

.Declarations of Interest

His Worship the mayor, Councillor S Cox declared a Personal interest in agenda item 3.

03. Minutes

Resolved that the minutes of the Town Promotion & Tourism Committee meeting held on the 14th April 2011 as circulated, be received and adopted with the alteration of the date from 7th April to 14th April 2011. It was also resolved that the minutes of the meeting held on 24th May 2011 be adopted.

Min 60 - Councillor Mrs Doody re[ported that the Alive and Kicking event had been a success and the accounts were still being finalised..

Min 61 - Councillor Mrs Doody reported that the St Aldhelm's Day fair had attracted three business stalls and five charities.

Min 63 - Councillor Mrs Doody reported that the Italian Market had been well organised but reports had indicated the products were expensive.

Min 64 - Councillor Mrs Doody reported that no update had been received.

04. Kite Festival

The Chair explained the proposals put forward by the independent committee organising the Kite Festival 2011 and confirmed that funding had been sought from a number of sources. The festival in 2010 had proved popular with both visitors and residents and the support requested from the Town Council for the festival 2011 was capped at £1,000. The Policy and Resources Committee had previously agreed to release for this purpose the sum of £1,000 identified in the Town Promotion and Tourism Committee budget for 2011/12 as "projects", subject to the agreement of this committee.

It was RESOLVED that the committee agree to support the Kite Festival 2011 to the level of £1,000, subject to other support funding having been obtained.

05. Accommodation guide

The Town Clerk had submitted a report identifying the issues surrounding the identification of holiday or overnight accommodation within the Malmesbury area. The committee considered the report and RESOLVED that a list of suitable accommodation be compiled for distribution, to include only those premises achieving a suitable score of a minimum of four stars in the national scores on the doors scheme or had been visited and approved by Wiltshire Council enforcement officers. It was further RESOLVED that consideration be given in 2012 to charging the operators of such premises to be included on the list distributed to visitors.

06. Statistics for the Tourist Information Centre

The Town Clerk circulated a report containing information about the number of visitors attending the Information Centre since September 2010 and the committee noted the gradual increase in the numbers recorded.

07. Income and Expenditure to June 2011

The Town Clerk presented a report previously circulated as Report No.2. The committee noted the current level of expenditure

08. Farmers' Market

The committee considered the current situation concerning the Farmers' Market and the lack of income derived from the operation. The Policy and Resources Committee had previously agreed to waive the contribution due to the Town Council for a period of three months but this had now been extended by the operators for a period in excess of six months. It was RESOLVED that a meeting be organised with the operators to state the position of the Town Council and suggest how numbers of stallholders could be increased.

09. Walkers guide of Malmesbury.

The Chair explained to the committee that the stock of guides published by the North Wiltshire District Council had been exhausted and a replacement was urgently required. Arrangements had been made to secure suitable artwork and photographs and quotations had been sought for the printing. It was RESOLVED that a total of 10,000 copies are produced and the selection of printer be delegated to the RFO and the Chair, subject to three quotations being obtained.

10. Womad

The Chair informed the committee that twelve volunteers had now come forward to support the stall at the Womad Festival and arrangements could now be confirmed.

The meeting closed at 20.10 hrs.