

Malmesbury Town Council

Minutes of the **Community & Town Promotion Committee Meeting**
Held in Malmesbury Town Hall on **Thursday 11th January 2024** at 7.00pm.

Present: Cllrs L Crawford-Price (Chair), Wallis, Grant, Smith, Doody, Ritchie & Power

Also present: Claire Mann (Town Clerk) & David Andrews (Director, Great West Way & CEO, Visit Wiltshire)

CE&TP/24/01 To receive declarations of interest.

None received.

CE&TP/24/02 To receive apologies.

Apologies received from Cllr James.

CE&TP/24/03 Public Question time in respect of items included in this agenda.

None received

CE&TP/24/04 Review from David Andrews of GWW (Great West Way) activities, promotion of ambassador locations, opportunities for our involvement, their vision/strategy plans going into 2024.

David Andrews presented to the Committee, detailing the activities and reach of Great West Way promotion.

Cllr Doody left the meeting

CE&TP/24/05 To approve minutes of the meeting held on the 9th November 2023.

It was noted that the invoice to Visit Wiltshire should be paid in its entirety despite uncertainty of future of Visit Wiltshire.

The minutes were approved and signed as a correct record.

CE&TP/24/06 To receive income and expenditure report.

The report was noted.

CE&TP/24/07 To receive report from Information Centre.

The report was noted. It was agreed that 2018 could now be removed from the visitor figures report.

CE&TP/24/08 To consider production of, and if agreed, content of Malmesbury Events and Festivals Leaflet.

Following discussion it was resolved that the leaflet would be produced and distributed for 2024. It was agreed that the Clerk would send out last years' leaflet to all members and to request content with a deadline of the 31st January. Cllrs Ritchie and Power will be arranging a meeting with other local event organisers for their contributions also.

CE&TP/24/09 To consider recommendations from Gallery Review Working Group.

The proposed booking system was agreed and also that the mission statement should be created in a similar font to that already used in Town Hall signage. The seating will be considered at the working group meeting on the 23rd January and put to TH&F on the 24th January for a final decision.

CE&TP/24/10 To determine Summer planting colours and to consider staff recommendation to cease Winter planting with exception of Triangle War Memorial and Memorial Gates at Cuckingstool Mead.

Following discussion it was agreed that the Winter planting will continue and that the chosen colours for the floral displays this coming Summer will be Maroon, Teal & Yellow.

CE&TP/24/11 To receive an update on working groups and events;

i. Athelstan 1100

The Committee resolved to support Cllr Ritchies request to be forwarded to TH&F for the free use of rooms in the Town Hall.

- ii. **Malmesbury in Bloom – to plan Presentation Evening date**
It was agreed to hold the event around the same Friday in September as last year. Members will confirm via email.
- iii. **MTT/MTC working together**
It was agreed that a draft MOU will be considered at the meeting in March.
- iv. **Community Signage**
Cllr Ritchie reported that a Masters Student from RAU will attend shortly.
Cllr Doody re-joined the meeting.
- v. **PR & Comms.**
Cllr Power asked for clarity on the facebook analytics, she will request the information that she requires shortly to be forwarded to Scott Media.
- vi. **Website.**
The events form is being progressed.
- vii. **Late Night Shopping.**
A working group meeting has taken place prior to this evenings Committee meeting, notes will be circulated in the near future.
- viii. **TIC Review.**
This will be progressed on the return of Cllr D’Arcy.
- ix. **Devereux Event**
Publicity for the event is starting in February, event plans are progressing well.
- x. **Beacon Event**
It was noted that Cllr Exton has been elected as Chair for the group. Cllr Crawford-Price will engage with other Cllrs so that they are aware of the event nationally.

CE&TP/24/12 To note report from Rural Market Towns on Area Profile of Malmesbury.

The report was noted for information, it was commented that it is a useful tool for comparison.

The meeting closed at 8.46pm