

Malmesbury Town Council

Minutes of the **Community & Town Promotion Committee Meeting**
Held in Malmesbury Town Hall on **Thursday 8th June 2023** at 7.00pm.

Present: Cllrs L Wood (Chair), Ritchie, P Smith, F Smith, P Exton & K Power

Also present: Claire Mann (Town Clerk)

C&TP/23/60 To receive declarations of interest

None received

C&TP/23/61 To receive apologies

Apologies received from Cllrs C Doody & E Whatton

C&TP/23/62 Public Question time in respect of items included in this agenda

None received

C&TP/23/63 To approve minutes of the meeting held on the 11th May 2023

The minutes of the meeting held on the 11th May 2023 were approved and signed as a correct record.

C&TP/23/64 To receive Income & Expenditure report

The report was noted

C&TP/23/65 To note Tourist Information report

The report was noted. Several requests were made for future reports;

- Years 2015, 2016 & 2017 are now removed
- Actual visitor figures are included on the graph
- Number of till transactions are included
- Museum visitor data is requested

C&TP/23/66 To consider creating and distributing a 'Malmesbury Visitor Information' pack annually to all hotels, Airbnbs and campsites in the Malmesbury area plus building an email contact list of accommodation providers for ad hoc event and activity communication for visitors (Cllr Ritchie)

It was agreed that a pack would be put together in a plastic wallet with a sticker stating that it is not to be removed and that further leaflets are available from the Information Centre. The Office Team will create a list of accommodation providers to which the packs will be distributed.

The Town Clerk will update on progress at the next meeting.

C&TP/23/67 To receive an update on:

i. Athelstan 1100

Cllr Ritchie reported that a meeting will take place shortly and will report back to next meeting.

ii. MTC & MTT working together

The working group will convene a meeting as formalization is still required.

- iii. **High Street recovery**
A table of income/expenditure for the £10k grant has been requested to see progress and remaining funds available. An update will be given at next C&TP to be presented to P&R.
- iv. **WOMAD**
Previous request for help will be checked and an update on the tickets required is needed. The Town Clerk will look into this.
- v. **Signage**
Cllr Ritchie reported that the cross community group is coming together to progress this, MTC is taking the lead. It was agreed to rename the group 'Community Signage' and that TH&F is the Committee responsible for repairs/maintenance and that C&TP is responsible for noticeboard content.
- vi. **PR & Comms**
It was reported that Scott Media has been appointed for the role. The document circulated by Scott Media will be sent to all Councillors.
- vii. **Website**
The invitation to tender will be sent out shortly as agreed at P&R the previous evening.
- viii. **Late Night Shopping**
The working group will convene late August and it was agreed that quotes for Christmas Lights will be presented to the next C&TP meeting, the specification will remain as was last year.
- ix. **TIC Review**
Cllr Ritchie reported that a meeting of the working group is taking place the following day.
- x. **Gallery Review**
A report has been forwarded by Cllr F Smith to the next TH&F Committee outlining the costings in the proposed report.
- xi. **St Aldhelm's**
It was noted that the event was very well attended and money was raised for the Carnival. Thanks were extended to the Abbey, the Town Team, Abbey House Manor and other Churches in the Town. The Mayor will be requested to write to the organisations to thank them.
- xii. **High Street Gallery**
It was agreed that Cllr F Smith will contact Caerbladon to determine their appetite to take this initiative on.
- xiii. **Youth Art Exhibition**
It was agreed that Cllr F Smith will contact Caerbladon to determine their appetite to take this event on.
- xiv. **Mayor's Event 1st July**
It was agreed that this event is for the Mayor to promote.
- xv. **Ukraine Flower Festival 7th July**
It was agreed that this event is for the Mayor to promote.
- xvi. **CommuniTea**
Cllr Power suggested that this might take the form of the successful event which took place last year; a theatrical performance or similar.
- xvii. **Devereux Event**
Cllr Ritchie stated that several events are planned and that the School will make contact shortly to confirm if the camp for the re-enactors can take place there.

C&TP/23/68 Future discussion of the role of Malmesbury Town Council and the Community & Town Promotion Committee in overall Malmesbury Event Calendar

Cllr Wood has a template calendar for internal use by all Councillors to highlight annual events. It was agreed that other organisations/key stakeholders could also include their events.

C&TP/23/69 To consider planning & sign off for promotions

This was covered in item 9 on the Agenda.

C&TP/23/70 2023/24 Dates Calendar

This was covered in item 9 on the Agenda.

C&TP/23/71 GWW Partnership

It was asked if promotion of the Great West Way should be the responsibility of the Town Team or C&TP. It was agreed that a meeting would be convened between Scott Media, the Great West Way and Community & Town Promotion Committee.

C&TP/23/72 Update on letters sent to Visit Wiltshire & Visit England

It was agreed that this would be requested for the next meeting of C&TP.

C&TP/23/73 To consider options and way forward to improve The Gant/Griffin Alley

It was agreed that this area could be included in the scope of work by the High Street Areas W/Group. Options proposed were regular sweeping by Idverde or the Parish Steward, installation of a Noticeboard to replace fly posting, strung lights being installed and signage for the resident shops.

Meeting closed at 8.45pm