

Malmesbury Town Council

Reports for Full Council – July 2023

Malmesbury Town Team

1. Athelstan 1100 plans for 2024 continue to progress. The outline programme is being formed around three weekends in July 2024, with a possible Civic Style opening event in June 2024:

June to October	Museum and Courthouse Exhibition
June (Date tbc)	Civic Style Opening Event
5 th July	Talk: Michael Wood
6 th / 7 th July	Archaeology - 'Malmesbury Big Saxon Dig'
12 th July	Talk: Sarah Foot
13 th / 14 th July	Live Performance Event in Town Centre (Abbey/ Cloister Gardens etc).
20 th / 21 st July	Re-Enactment weekend (St Aldhelm's Mead) + Feast (Town Hall)
7 th September	Carnival Procession
October	Wessex Week

2. A town centre Placemaking event for stakeholders (including MTC), facilitated by a professional contributor to the government's High Street Taskforce, is being planned for September. The intention is to apply the necessary funding for the event from the Wiltshire Council High Street Fund allocation from 2022/23.
3. Contributions have been made to the Great West Way 2024 promotion of activities to the international tourist trade. We have had no further information on the future of Visit Wiltshire and support for tourism in Wiltshire from next year onwards.
4. Wiltshire Council launched its much heralded Heritage App on the 21st June, with links to trails in six Wiltshire towns, including Malmesbury. We are flattered that the Wiltshire Council have named the app 'Explore Wiltshire'.
5. Explore Malmesbury launched an updated Artist's View Trail in early July in support of the Pride of Place Festival. Example feedback included 'This is absolutely amazing! What a beautiful piece of work. We will share this with all our guests'. Explore Malmesbury had 1,475 users in the six months to Jun 30 2023, up 33% on the same period last year.