

Malmesbury Town Council

Minutes of the **Community and Town Promotion Committee** meeting held via Zoom on the 18th February 2021, commencing at 7pm

Present: Cllr F Vandelli (Chair) Cllr G Grant Cllr S D’Arcy
Cllr K Power Cllr C Ritchie Cllr C Doody

Also present: Deputy Town Clerk, Yvonne Ward, Helen King & Lesley Wood

CTP/21/10. To receive declarations of interest

None

CTP/21/11. To receive apologies

Cllrs C Hardwick & J Exton

CTP/21/12. Public Question Time in respect of items included in the Agenda.

None

CTP/21/13. To receive & approve the Minutes of meeting held on 14th January 2021

Minutes of meeting held on the 14th January were approved as a correct record.

CTP/21/14. To receive a report on the GWW activity

Lesley Wood updated members on the latest activity of the Great West Way – There is much talk about ‘Staycations’ this year and that the main focus is on digital marketing. There has been a very strong social reach on digital media of approximately 1,000,000 in the last year.

CTP/21/15. To agree how the C&TP Committee can work in a complementary way with the Town Team & formulate working group to progress

Notes were circulated of the meeting between members of each group. It was agreed that there is a cross over of functions of both groups and that skills gaps between both groups needs to be identified to protect the Commercial & Economic Future of Malmesbury.

Cllr Ritchie will write to the Market Town Forum of Wiltshire Council to request the promised funding for regeneration of the High Street and to enquire about their current purpose.

It was resolved that all members of the Community & Town Promotion Committee will be on the Working Group and that all other Councillors will be invited to join.

CTP/21/16. To note income & expenditure report

The Income & Expenditure report was received and noted.

CTP/21/17. To consider application to Area Board for projects for Youth Work (Cllr Vandelli) & determine course of action for Youth Activity Trail

The Wiltshire Outdoor Learning Team are attempting to put together an event for young people but funding will have to come from next years’ budget. The Area Board & MTC fully support any initiative that will be progressed.

CTP/21/18. To agree upcoming events for the Civic Year and set budget for each

It was agreed that the Town Council will set up and that budgets would be set for the next imminent events but that others could be agreed at a later meeting once COVID19 regulations are more clear.

- Malmesbury In Bloom £400
- St Aldhelm's Fair £650
- School Art Exhibition
- CommuniTea
- Christmas Celebration
- High Street Gallery
- Food & Drink Festival
- Thomas Hobbes Philosophy Event
- Event to Thank the NHS

CTP/21/19. To agree working groups for each event

It was agreed that the Working Group membership would be;

- Malmesbury In Bloom CD, FV & KP
- St Aldhelm's Fair FV, CR & KP
- School Art Exhibition FV
- CommuniTea CD, FV, KP & GG
- Christmas Celebration tbc
- High Street Gallery tbc
- Food & Drink Festival GG would lead in the first instance
- Thomas Hobbes Philosophy Event tbc, invite new Chair of THS to next C&TP
- Event to Thank the NHS SD, FV & KP

CTP/21/20. To receive report from attendee (Yvonne Ward – TIC Officer) of Wiltshire Association of Visitor Attractions online meeting on the 9th February.

Yvonne Ward notified members that WAVA are promoting the 'Good To Go' Scheme which ensures that businesses/hospitality venues are COVID safe. A great many ideas came from networking with the group and a report will be brought to a future meeting.

Meeting closed at 8.55pm

Signed..... Date.....