

Taken from MTC Business Plan
Version 0.3, JG 30 August 2018

COMMUNITY AND TOWN PROMOTION COMMITTEE

Existing Description: The Community and Town Promotion Committee meets regularly throughout the year and is responsible for overseeing the Town Council involvement in the promotion of the town and community events..

AS IS responsibilities:

1. To organise and administer the Malmesbury in Bloom competition and other similar events for which budgetary provision has been approved.
2. To secure by competition an annual contract to supply plants and other adornments related to floral displays within the town centre.
3. To work with other organisations to promote tourism for the benefit of Malmesbury
4. To work with other organisations to support and encourage the economic vitality of the town
5. To seek to ensure that all sectors of the community are engaged in leisure and other activities promoted or organised by the Town Council

AS IS objectives agreed by C&TP as advised 21st August 2018:

To enhance the appearance of the Town by organising floral displays including the Malmesbury in Bloom competition.

To support and promote the success of retailers, producers and service providers based in Malmesbury and encourage the work of the Town Team.

To promote the historic and cultural heritage of Malmesbury and its surroundings.

To promote and make Malmesbury a great destination and experience for residents and national and international visitors and tourists.

To organise community events for the enjoyment of residents and visitors.

To maintain the Tourist Information Centre to provide information and advice to residents and visitors

To encourage and support local community and voluntary organisations.

To help to create a socially inclusive, sustainable, healthy and caring community which embraces all its residents and which seeks to develop their well-being, knowledge, understanding and mutual co-