

Athelstan 1100 Pilgrim Way Walk and Cycle to Kingston 2025'

To consider the allocation of £1,000 of the High Street Activity Fund events assumed expenditure and £1,000 from CE&TP projects budget to support the development and operation of 'The Athelstan 1100 Pilgrim Way Walk and Cycle to Kingston 2025'

Situation:

1. The highly successful Athelstan 1100 celebrations organised by Malmesbury Town Team that occurred in 2024 are being followed up by additional Athelstan 1100 events in 2025 which are intended to add to national recognition of Malmesbury's important place in England's Anglo-Saxon history and as a place to visit and spend time.
2. The leading events are the Athelstan 1100 Pilgrim Way Walk and Cycle from Malmesbury to Kingston on Thames. Both events have their launch in Malmesbury and are likely to attract significant local, regional and along the route attention and publicity as well as attendance at the specific Malmesbury elements of the events. Outline information is attached.
3. Both events have strong civic support. The current Deputy Mayor of Malmesbury has committed to doing the walk and the Deputy Lieutenant of Wiltshire is leading the cycle. The Athelstan Pilgrim Way team, Malmesbury Abbey and Kingston 2025 are active partners. The organisation is being led by the Athelstan 1100 project team under the leadership of Malmesbury Town Team.
4. The launch events in Malmesbury will directly support the generation of local activity. The publicity developed by the events, and particularly for the Athelstan Pilgrim Way and local walking and cycling opportunities, will bring additional visitors to Malmesbury during this year and in future years.
5. There will be a series of meeting points with civic and religious leaders at key points along the routes. This is especially the case with the walking route, which will be calling a number of towns and sites with important Anglo-Saxon connections with Malmesbury.

Proposals:

- a) That £1,000 from the 2025-26 High Street Activity Fund events assumed budget is allocated to support the operation of the Malmesbury based elements of the events and the publicity and organisation of the events in general.
- b) That £1,000 from the CE&TP projects budget is allocated to support the civic events at which Malmesbury will be represented by the Mayor, Deputy Mayor and/ or councillors along the route and in Kingston.
- c) That Town Council staff resource is committed to support the operation of the Malmesbury based elements of the events (notably the road closure application) and facilitating the use of Town Hall facilities at in the run up and during the Malmesbury based elements, the development of civic contacts along the route and the representation of Malmesbury at the civic events which may be organised along the routes.

Financial Implications:

The proposed financial expenditure is from existing budgets. The allocation of staff resource is expected to be possible from within current resources.

Cllr Campbell Ritchie

April 2025