



MALMESBURY TOWN TEAM CIC

Report to Malmesbury Town Council September 2025

Overview	The Town Team (MTT) meets on the 2nd Monday of each month. There have been two meetings of MTT since our last report. MTT owns and manages www.discovermalmesbury.life www.exploremalmesbury.com www.athelstan1100.co.uk and www.townteam.biz plus associated social media accounts. PR is managed by Fiona Scott.
1) to encourage potential visitors to visit Malmesbury and the surrounding area	MTT has booked to attend the Great West Way Travel Trade Marketplace 23rd – 25th September. This includes one-to-one online meetings with tour operators, to be attended by David Drake and an in-person ‘Market Place’ day in Hungerford to be attended by Lesley Crawford-Price. The events present an opportunity to promote Malmesbury to the Travel Trade nationally and internationally. MTT is considering how our town printed assets can be updated for 2026 to include a community/residents Town Guide, an events brochure updated seasonally, and a broader Malmesbury tourist visitor guide for regional distribution on behalf of MTC via its contract with Glide Media. A brief will be created to cost and evaluate this material.
2) to improve the experience of visitors to Malmesbury and the surrounding area	The MTT website ‘Discover Malmesbury’ has had further updates in particular to its navigation and menu headings. The website has been updated to link to MTC ‘What’s On’ pages as a short term solution. Mind Vision has been briefed to update the What’s On section of Discover Malmesbury in order to begin the process of become the go-to destination for Malmesbury event listings.
3) to encourage increased expenditure in Malmesbury and the	The distribution of the Retail and Hospitality Guide is ongoing and has appeared in businesses across the area. Guides are also available from MTC Tourist Information Centre. Through PR generated the Chair of Town Team was invited to attend a networking event at Wiltshire Business Growth Hub, invited

surrounding area by local residents	to share experiences with Pershore Chamber of Commerce and Wychavon District Council. The MTT Business Hub will have its next meet up on Wednesday 15th October at the Rausing Building which will include a demonstration of the new website event listing feature.
4)To improve the quality of community life, in Malmesbury and the surrounding area.	Athelstan 1100 continued its final activity for the year with the Athelstan 1100 Pilgrim Way Walk and Cycle from Malmesbury to Kingston upon Thames in September. The Athelstan Pilgrim Trail and the walking route along the Thames will be promoted as links to Malmesbury and encourage visitors.
Any other business	Draft accounts are being prepared in advance of circulation including to MTC The Town Team has conducted a skills and capacity audit of its members in order to draft a brief for new committee members. The relationships formed with other towns as part of the Athelstan 1100 events will be nurtured to maintain momentum as they build programmes for 2027 (Kingston Upon Thames, Tamworth, Wallingford, Cricklade) The MoU prepared by ‘MTC working group ‘MTC working with MTT working group’ was discussed together with the history of the formation of the Town Team as a requirement of the Waitrose S106.

Cllr Karen Drake