

Malmesbury Town Council

Minutes of the Community and Town Promotion Committee held in the Hobbes Parlour, Malmesbury Town Hall on Thursday 5th June 2014, commencing at 7.00pm

Present: Cllr Mrs S Poole Cllr Mrs F Caton Cllr Mrs CC Doody
 Cllr G Grant Cllr A Kettlety

Apologies: Cllr S Cox, Cllr R Sanderson, Cllr A Woodcock

1. Public Question Time

Cllr Grant asked if it would be possible to organise the cleaning of Hannah Twynnoys gravestone as a major historical focal point of the Town. Cllr Poole pointed out that that this is outside Malmesbury Town Councils remit and that it is necessary to contact the Parochial Church Council.

Action: Cllr Grant to approach the PCC

2. Declarations of interest

None

3. To approve minutes of previous meeting

Public question time – It was incorrectly recorded that Malmesbury Town Council would apply to Wiltshire Council for permission to plant an area of land in the Horsefair, it should have been recorded that the Thomas Hobbes Society together with the Conservation Group should make the application.

Minutes approved

4. TIC visitor numbers to the end of May

Report handed round with May's visitor figures. It was generally agreed that the drop in figures is disappointing but with the Living History Weekend event occurring soon, these should improve and we will be observing visitor numbers closely. Cllr Grant also noted that the imminent sale of Abbey House Gardens and press coverage may affect visitors to the Town.

5. Malmesbury in Bloom

It was decided that advertising the event has been a problem, generating the newsletter that is distributed to all households would have carried advertisements for both Malmesbury in Bloom and the Photographic competition. The children's painting competition is underway and emails have gone out to the six local schools to promote this.

Action: Cllr Grant and Cllr Kettlety to liaise and produce a newsletter to be circulated, advertising the Town's promotional events.

Action: Cllr Poole to design 2 posters.

6. Photographic Competition

Robert Peel will continue to judge the event

Action: Cllr Poole to use last year's format to set the competition underway.

7. Feedback from St Aldhelms Fair

Cllr Poole proposed a vote of thanks to Cllr Kettleby for her hard work with the event, seconded by Cllr Caton. Cllr Kettleby stated that the public attendance had been good but clashed with the Wool Sack Races at Tetbury which may have affected footfall. Expansion plans for the event next year include the possibility of having a mediaeval theme and to enlarge the venue. Cllr Kettleby conveyed her thanks for the opportunity to help organise the event.

8. WOMAD 2014

Cllr Poole circulated a report to invite the committee to agree to allocate funding to promote the Town at the event. £200 was requested to commission the production of 10 A2 photographs of Malmesbury, printed onto foamex and to create other promotional material as necessary.

Resolved: Agreement proposed by Cllr Grant and seconded by Cllr Caton, carried unanimously.

Resolved: Committee agreed to accept quote from Flying Monk Graphics.

- Cllr Caton explained that The Town Team are organising leaflet distribution on the shuttle bus that will travel between WOMAD and the Town, to promote the retailers in Malmesbury.
- Cllr Doody asked if it would be possible to give the Youth Football Team a donation of £20 for the continued use of the tent. All agreed.

9. WW1 Centenary Tea Party

A report requesting £200 for assistance with funding from MTC will go to Policy and Resources Committee next week. Cllr Doody is liaising with St Josephs primary School to finalise a date, dependant on interest from the School. Possible dates are 10th/11th or 17th/18th July.

10. Living History Progress report

Posters and flyers have been distributed throughout the Town to maximise publicity. Cllr Poole has booked 2 portaloos to be situated at St Aldhelms Mead. A brochure has been produced for sale at the event at £2.50 each. Any profit from the event will go to the Museum to create educational material for their schools outreach programme.

11. Walkers Guides

The translation of the Walkers Guide to Malmesbury into French and German has now been printed and is available free with a paid for copy of the standard version in the tic. Cllr Poole expressed thanks to all those involved with the production of the leaflet.

12. Dates of 2 free parking days to be arranged

Following general discussion, the Committee agreed that as a 'welcome' to visitors attending the BBC History Weekend, one of the dates should be Saturday 18th October. As a gesture to encourage visitors to Malmesbury without exploiting parking charges. Enforcement of the two hour time limit is still required to ensure everyone is able to arrive at the venues, each talk lasts one hour. The second date was decided for the 6th December, to give local people the opportunity to use the free parking to shop in Town in the run up to Christmas and to assist retailers by way of encouraging Town trade, again enforcing the two hour limit.

Resolved: All agreed.

AOB

- Cllr Caton made a request for help with the Kite Festival, stewards needed for assistance with parking and setting up the arena.
Action: Claire to put article on Malmesbury Town Council Website, Cllr Kettleby to post on Facebook and Cllr Poole to ask friends.
- Cllr Caton gave apologies in advance of next meeting.

Meeting closed at 8.45pm