

Late Night Shopping in Malmesbury

The Malmesbury Chamber of Commerce has organised and promoted the Late Night Christmas shopping evening in the town.

The Town Council's responsibility has been to apply to Wiltshire Council for the closure of the High Street, Abbey Row, Gloucester Street, the Market Cross area and the top of Oxford Street at the back of the Town Hall.

The unfortunate demise of the Chamber of Commerce has put this important event at risk. Following discussions with the Town Team and the Community and Town Promotions Committee of the Town Council, the following actions are proposed:

• Road Closures and stewarding

That Malmesbury Town Council applies to close the top of the High Street, Abbey Row, Gloucester Street and the top end of Oxford Street and pays for the application.

We will also need to liaise with the Police over stewarding of the event and to work with the Carnival, Town Team and other community groups to provide the necessary volunteer stewards.

• Recruitment and organising of charity, community and commercial stall holders

That Malmesbury Town Council staff recruit charity, community and commercial stall holders. This work will cover contacting potential stall holders, taking their payment and allocating "pitches" to them.

Priority for pitches based on those who have participated in previous late night Christmas shopping evenings, St Aldhelm's Fair and "Petticoat Lane".

Any stall holder intending to sell alcohol will be reminded in correspondence that they have a responsibility to secure a temporary events licence and will be required to provide a copy of that licence to Malmesbury Town Council and to have that licence available for inspection at late night Christmas shopping. A failure so to do will invalidate their booking.

It will be made clear to stall holders that tables, awnings, lighting and seating are all matters for them and will not be provided by the Town Council.

•Publicising and promoting late nigh shopping

Given rumours that the event may not go ahead due to the demise of the Chamber of Commerce, it will be important to promote the event vigorously. This should include but not be limited to the production of leaflets to be delivered to households, posters to be displayed by retailers, householders and noticeboards in appropriate parts of the town and larger display board for use on appropriate lamp posts.

A budget of £600 is requested for the design and production of these materials (it is likely that a contribution of £200-300 will be made towards these costs by the Town Team).

Our website, the new Town Team website and other social media sites will be used to promote the event along with traditional media.

• Retailer and hospitality venue participation

The Town Team will take the responsibility to canvass the town's retailers to ensure as full as possible a level of participation by the town's retailers and hospitality venues.

The Town Hall TIC area will be open on the evening as has been previously the case.

- **The Friday Market**

The Town Team will explore with the commercial organiser of the new Friday Market whether they will wish to participate in the late night Christmas shopping event and if so on what basis.

Once those discussions have been held the Town Team will report back on any matters that may have any impact on any aspect of the event being organised by or requiring the support of the Town Council.

- **Financial and resourcing implications**

1. The organisation of the main elements of late night Christmas shopping will impact on our staff

- 2 A budget of £600 is requested to promote and publicise the event (it should be noted that it is likely that only half of this money will actually need to be spent from our budgets)

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