

Malmesbury Town Council

Minutes of the Town Promotion and Tourism Committee held in the Hobbes Parlour,
Malmesbury Town Hall on Monday 19 August 2013, commencing at 7.00pm

Present: Cllr Mrs S Poole Cllr Mrs F Caton Cllr S Cox
 Cllr Mrs A Kettleby Cllr S Shape

Apologies: Cllrs CC Doody, Cllr RF Sanderson, Cllr A Woodcock

In attendance: Claire Cork

15. Public Question Time

Cllr Cox asked what could be done to encourage cyclists to the town and asked about improving cycle routes and providing more cycle racks. Cllr Poole asked if this item could be taken by the Leisure and Youth Committee as they had S106 money for this purpose.

16. Declarations of Interest

None

17. Minutes

Resolved that the Minutes of the Town Promotion and Tourism Committee held on Thursday 6th June as circulated, be approved as a correct record

18. Income and Expenditure

Consideration was given to Report No.1 which outlined income and expenditure from the 2013/14 TP&T Committee budget. It was noted that £435 had already been spent out of the marketing budget and the Clerk thought this was partly for printing the leaflets Festival Town 2013 etc and partly for translation of walks leaflets. A formal letter from the Town Council was to be passed to Monika with a vote of thanks. It was noted that the current annual budget for Malmesbury in Bloom was £1575 and the actual income received from sponsors so far was £1475. A list of sponsors was supplied by the Chair.

Resolution The Committee decided to give the new Malmesbury Guides 2013/14 to visitors free of charge. It was pointed out this may lead to a drop in TIC income as previously we had charged 50p.

19. Visit Wiltshire Town Partnership

Resolution The committee voted to renew the annual town partnership with Visit Wiltshire(due in October) for £400 as the easiest way of giving the town national advertising through the Wiltshire accommodation guide, days out guide and groups guide as well as prominence on the VW website, other press and PR activities and events to promote Malmesbury.

20. Visitor Numbers

The Clerk reported from Report No. 2 that although June figures were down compared to the same month last year possibly due to poor weather, July figures were slightly up on last year's probably as a result of a spell of hot weather. Annual figures for the year August 2012 – July 2013 are 25,519.

21. Malmesbury in Bloom

After considering Report No. 3 the Committee decided the following:

Resolutions

3.1 To hold a presentation evening for all three competitions on Friday 20 September, at 6pm for children with parents and at 7.30pm for adults.

3.2 To allocate £100 for refreshments

3.3 To provide prizes for the photographic competition (to be judged by Robert Peel) of £20, £15 and £10 for 1st, 2nd and 3rd.

The Standard (Skip Walker) supplies the prizes for the painting competition and the rest are certificates. A plaque needs to be costed for Clive King of Malmesbury Pottery. The cups need to be requested back for the floral competition. The request was made to have a vegetable garden category in Malmesbury in Bloom next year.

22. Town Calendar

The Committee considered Report No. 4 and decided to assess the quality of the photographs submitted for the photographic competition and choose the best ones of local scenes for a possible calendar in mid-September.. The Town Council would then obtain 3 quotes for printing 300 or 400 calendars with the same format as last year.

23. WOMAD

The Town Council had mounted a stand to promote Malmesbury, with the representatives dressing up in the Civil War theme and handing out leaflets. This had attracted attention and it was felt more people had gone into the town as a result. It was noted to put information on Malmesbury on the WOMAD website and in the WOMAD programme (contact Chris Smith) early next year. Resolved to have a meeting in January to make recommendations for 2014.

24. World War 1 Centenary

Various ideas were suggested and would be discussed further at the next meeting.

- Replacing dead tree outside Town Hall with a new one
- Planting small copse of native English trees in St Aldhelm's Mead
- MVCAP patch of poppies with a plaque
- Tracing those with relatives who served in World War 1 and inviting those to an event.
- Filming people talking about their relatives

25. Music in the Market Cross

The suggestion to invite musical groups to perform in the Market Cross on Saturday mornings was discussed. It was pointed out this may reduce the parking and the Farmers Markets should be consulted, but the Committee agreed to pursue the idea further.

26. Malmesbury Town Council Sixteen Objectives

Economy The Committee discussed how best to support local retailers and businesses. It was suggested that a shops leaflet could be produced using the Walkers' Guide map and numbering the shops. An idea to expand the use of the Market Cross as a market venue was discussed and ways of using empty shops e.g. pop-up shops being offered 6 months subsidised rents. It was resolved to investigate this further.

Town Promotion The Town Council had recently put information promoting Malmesbury on the Cotswold Area of Outstanding Natural Beauty website "Our Land". We would shortly be adding some photographs and more detail in September.

27. Frequency of meetings

Agreed that meetings would be held every 2 months and extra working party / one topic meetings would be arranged as required.

28. Civil War Living History Event 14/15 June 2014

The report on the above event was considered and it was resolved to nominate Cllr Mrs Sue Poole to represent Malmesbury Town Council on the Community Working Party which would apply for grant funding / sponsorship for this event

Meeting closed at 9 pm