

Malmesbury Town Council

Minutes of the Town Promotion and Tourism Committee held in the Hobbes Parlour, Malmesbury Town Hall on Thursday 6th June 2013, commencing at 7.00pm

Present: Cllr Mrs S Poole Cllr Mrs F Caton Cllr S Cox
 Cllr A Kettlely Cllr S Shape Cllr A C R Woodcock

Apologies: Cllrs CC Doody, R Sanderson

In attendance: Claire Cork

3. Public Question Time

Cllr Poole said that after the Full Council meeting on 28 May, all Committees needed to form an action plan to advance and achieve the Malmesbury Town Council Sixteen Objectives. This would be an item on the agenda of the next meeting on 8 August. Cllr Cox asked if the flag above the Town Hall could be renewed, if the Town Council website could be brought up to date urgently, and if Festival postcards and posters could be printed and used to promote the town and its events especially at WOMAD.

4. Declarations of Interest

None

5. Minutes

Resolved that the minutes of the Town Promotion and Tourism Committee held on Thursday 11th April as circulated, be received and adopted

6. Income and Expenditure

Report No.1 was read and it was noted again that budget code 4071 should be entitled **all** projects expenditure, not just Kite Festival. Most of the total Town Promotion and Tourism budget had been spent. £40 had been spent on promoting Malmesbury at Best of Britain and Ireland exhibition and £40 on the car park notice board map. Renewal of the annual membership of Visit Wiltshire (£400) would be coming up shortly and would need to be allowed for in the marketing budget to give Malmesbury national advertising.

7. Visitor Numbers

The Clerk reported from Report No. 2 that although May figures were down compared to the same month last year, annual figures had increased.

8. WOMAD 25 – 28 July 2013

The Committee considered Report No.3 on the background to the Town Council stand at WOMAD and a proposal to form a new Womad working party. The Clerk would contact WOMAD re putting Malmesbury on the WOMAD website and a link to www.malmesbury.com. The Committee agreed to pay for publicity leaflets and posters out of the projects budget. The theme for costumes would be Malmesbury in the Civil War. The following agreed to form a working party: Councillors Poole, Cox, Shape, Kettlely, and Caton. The following agreed to man the stand in 2 hour blocks on 2 days: Councillors Cox, Poole, Caton and Joy Buckby. Other Councillors and appropriate contacts would be invited to participate. The notes of the last Working Party are attached. The next meeting of the Working Party would be on Monday 17 June at 7pm in the Town Hall Hobbes Parlour.

9. Malmesbury Festival Town and Malmesbury Guide / accommodation leaflets 2013/14

The Clerk reported that 2500 new accommodation leaflets had been printed and 2500 Festival Town leaflets were due to be delivered this week. The Chair proposed, Cllr Shape seconded and all agreed that £100 should be allocated from the marketing budget for distribution of 2000 of both leaflets by Glide Media.

10. Malmesbury in Bloom

The Chair had contacted all firms who had sponsored or provided displays last year and had received replies from the Civic Trust and the Garden Centre. She had also offered two additional sponsorships. Cllr Poole was to check where all planters could be located.

The competition had been launched in April with 7 categories. The closing date for entries has been extended to 1st July. The children's painting competition was due to be launched by Cllr Doody.

11. 2014 Photographic Competition

The Committee considered Report No. 4 and agreed to hold a Malmesbury in Bloom photographic competition, with a view to using photographs of local scenes for the 2014 Malmesbury Calendar to be sold through the TIC.

Entries would have to be digital with a closing date of the end of July, judged by Robert Peel and prizes awarded. It should be publicised in the Town Council's and schools' newsletters. Copyright permission would need to be sought to use the photos in the calendar.

12. Civil War mini event Friday 5 July 2013 and Re-enactment 25/26 May 2014

The last working party had agreed to advance plans for the small Call to Arms event at the Market Cross on 5 July at 3.30 – 4.30pm. Road closures were being applied for. The main event would be on 25/26 May 2014 and the Chair had been given a list of possible sponsors. Elene Foster from the Regiment was to be invited to take part in the Carnival Procession. The Clerk was asked to publicise the re-enactment and speakers would be invited to go into the school. The following agreed to form a new Working Party with Julia Bowen and the Museum: Councillors Poole, Cox, Caton, and Kettleby.

13. World War 1 Centenary

The Chair invited the Committee to start thinking of ideas to commemorate the Centenary of World War 1 in Malmesbury and circulated an e-mail re Heritage Lottery funds for projects involving children.

14. Free Parking Days

It was suggested that the best time for the 2 free days offered by Wiltshire Council were Saturday 26 October to coincide with the BBC History Weekend Festival and Saturday 31 August (the day of the Carnival procession).

Meeting closed at 8.45 pm