

Malmesbury Town Council

Minutes of the Town Promotion and Tourism Committee held in the Hobbes Parlour, Malmesbury Town Hall on Thursday 5 December 2013, commencing at 7.00pm

Present: Cllr Mrs S Poole Cllr Mrs F Caton Cllr S Cox
 Cllr Mrs CC Doody Cllr Mrs A Kettleby Cllr R F Sanderson
 Cllr A Woodcock

Apologies: Cllr S Shape

Public Question Time None

Declarations of Interest None.

40. Minutes

The Minutes of the Town Promotion and Tourism Committee held on 3 October had been circulated, and were approved as a correct record. Following points were made:
Item 34 Malmesbury in Bloom, the Chair would make a request to Policy and Resources Committee for funding for 25 new hanging baskets (£2000+).
Item 35 Calendars As calendar sales were quite slow, Cllr Cox would sell some this Saturday at the Market Cross. Cllrs Poole, Kettleby and Doody would sell some at late night shopping, and ask the Old Bell and Abbey Bookshop to take some to sell.
Item 37 Re-design of garden area at corner Oxford St / Cross Hayes This is on hold pending planning permission for the statue.

Income and Expenditure

Agreed to defer this item to the end

41. Visitor Numbers (Report No. 2)

October TIC figures were significantly up on last year's due to the BBC History Weekend and the Philosophy Festival as well as the Regiment Homecoming. November visitor numbers were slightly down. Total visitor numbers for the year December 2012 – November 2013 are 25,747, slightly down on last year's. Accommodation bookings directly through the TIC were less than in recent months, probably because more people had booked months in advance for the big events. More temporary accommodation may be needed for BBC History Weekend 2014.

42. Malmesbury in Bloom (Report No.3)

The Committee agreed to the following proposals:

- 3.1 To hold the competition again this year using the categories outlined in the report (vegetable gardens had been added)
- 3.2 To publicise competition as early as possible
- 3.3 To seek sponsorship to supplement the cost of plantings by the Town Council and send letters out in January
- 3.4 To commit £1650 for Malmesbury in Bloom which would include a small increase for the floral displays. Sponsorship this year raised £1475.
- 3.5 To allocate a budget of £150 for the presentation evening for the gardening competition, the children's painting competition, and the photographic competition for 3 categories: 10 and under, 18 and under, and adults.

43 WOMAD (Report No.4)

The Committee agreed to book a stand for Malmesbury Town Council at WOMAD and to form a Working Party to ensure a successful town presence. This would be

discussed further on the next agenda. Andybus needs to be contacted about re-routing the bus service and moving the stop nearer to the site.

44. Festival Town leaflet 2014 (Report No.5)

Agreed to allocate £200 for printing 2500 leaflets amended for 2014 and get quotes.

45. St Aldhelm's Day Fair

It was proposed this event should be held on Bank Holiday Monday 26 May and publicised as soon as possible. It was suggested it could be held in the Old School Room and people could sign up for stalls at £5 each. Road closure may be needed.

46. Walker's Guide (Report No.6)

Agreed to commission printing of the Malmesbury Walker's Guide in French and German with the map. (100 copies of each) and obtain quotations. Cllr Kettley would approach Esther re translating it into German.

47. Civil War Living History event 14/15 June 2014

The anticipated cost of this event was likely to be around £5000. The Committee agreed to allocate £1000 for this event. Cllr Caton suggested running costume making workshops for 6 weeks before the event. Attempts would be made to raise further funding.

48. World War 1 Centenary 2014

Cllr Doody would forward notes from a centenary group meeting. The following ideas had been put forward: training sessions in library to trace ancestors in WW1, battlefields tour, commemorative trees outside Town Hall and in St Aldhelm's Mead, tea party, and sowing of poppy seeds.

49. 2014 Budget

Report No. 1 had been circulated on current Income and Expenditure April to end November 2013. It was planned that Consumable and Stock Purchases Expenditure for the TIC (£4000) and Sales Income from the TIC should be separated out from the Town Promotion and Tourism budget. Also agreed that Air Show tickets should be removed from this budget.

It was agreed to ask for £2000 in the Projects budget next year to cover Civil War event £1000, 200 Walkers Guides French/German, town promotion at WOMAD (blown-up photographs for the stand from Robert Peel/ posters, fliers, publicity), and WW1 Tea Party.

Agreed to request £1650 for Malmesbury in Bloom to pay for additional floral displays, and advertising

Promotion Activities and Marketing – agreed to request £3000 to include £400 for Visit Wiltshire town partnership marketing, Festival Town leaflet, new pull-out stand to promote Malmesbury at events etc.

Total £6650 would be requested.

50. Sixteen Objectives Cllr Poole would circulate information on applying for Malmesbury to be included in the Cotswolds Area of Outstanding Natural Beauty.

51. Any other business

Cllr Woodcock reported that the Archbishop of Canterbury would be visiting Malmesbury on 14 September to carry out a baptism in the river.

Meeting finished at 9 pm