

Malmesbury Town Council

Minutes of the Town Promotion and Tourism Committee held in the Malting Hall, Malmesbury Town Hall on Thursday 6 February 2014, commencing at 7.00pm

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

Apologies: Cllr Mrs A Kettley

Public Question Time

Dates of Festivals The Kite Festival would be held on Sat / Sun 2/3 August. The BBC History Festival was scheduled for Fri/Sat/ Sun 17/18/19 October. It was thought that the Philosophy Festival was being planned at a similar date and it was decided this should be checked and ideally changed.

Declarations of Interest Cllr Mrs Caton declared her interest in the Kite Festival

52. Minutes

The Minutes of the Town Promotion and Tourism Committee held on 5 December had been circulated, and were approved as a correct record. Following points were made:
Item 37 Re-design of garden area at corner Oxford St/Cross Hayes. It had been decided to go out for quotes.

Item 41 Visitor Numbers

Increasing accommodation stock for festival weekends

As there are not enough establishments on the Town Council list to cater for all the demand, Cllr Cox asked if inspections of any new ones could be done by the Town Clerk and also if a list of temporary establishments could be drawn up which could accommodate visitors on the festival weekends.

Item 42 Malmesbury in Bloom

New hanging baskets had been ordered for railings and lamp-posts.

Letters had been sent to last year's sponsors and were also being sent to potential new sponsors. It was agreed publicity to schools should be started for the painting competition. An amendment was made to note 3.5: the photographic competition should only be for 2 categories – 18 and under and adults.

Item 47 Living History 14/15 June

The Working Party had raised £3500 so far of the £5000 needed for this event so could book the regiment, camp site, loos and a marquee (which could also be used for WOMAD)

Item 48 World War 1 Centenary 2014

Cllr Doody confirmed that a tea party would be held in the Town Hall and commemorative trees would be planted outside the Town hall and in St Aldhelm's Mead. The schools were being invited to research names on the War Memorial.

53. Income and expenditure April 2013 – 1 February 2014 Report No. 1

Income from calendar sales was around £1055. The print cost of £853 needs to come out of the Projects/ Promotion budget. Malmesbury in Bloom expenditure was £3162 and income £1525. A new roll-out stand to promote Malmesbury would be ordered for around £200.

54 TIC Visitor Numbers Report No 2

Although there had been a decrease on the same period last year, visitor numbers were 25,145, about half those of the Abbey's 50,000. This may have been partly due to successive storms in the winter months and fear of flooding. Visitor numbers may have been more than recorded due to difficulty of recording at very busy times such as the History Festival.

55 Souvenir bags Report No.3

The Committee voted to order 250 bags showing the Market Cross and Elmer for £382.50 plus VAT in conjunction with the school, with the option for taking another 100 later on. It was asked if the VAT could be claimed back by the Town Council.

56 WOMAD

The Clerk had requested a stand for Malmesbury Town Council at WOMAD. The Chair would request volunteers to join a WOMAD Working Party at the next full Town Council meeting to ensure a successful town presence and then arrange a volunteer rota.

57. Festival Town leaflet 2014

It had been agreed before to allocate £200 for printing 2500 leaflets amended for 2014. The Chair proposed and Cllr Woodcock seconded and all agreed that the committee opt for the lowest quote of £187.25 which was from the same printer as last year and also pay for distribution. Dates of the festivals in last year's leaflet were still being checked for this year. Following extensive discussion, it was decided to only include more prestigious events of some national importance – even the Living History Weekend in June would not be included as it would only occur once.

58. St Aldhelm's Day Fair Bank Holiday Monday 26 May

The Chair agreed to publicise this in the newsletter, do a poster and write to organizations interested in having a stall. Cllr Doody agreed to liaise with the Carnival Committee and come back with a suggested list of contacts. The clerk would put the event in the What's On. It was hoped this could possibly turn into a bigger medieval fair next year.

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

It had been agreed to commission printing of the Malmesbury Walker's Guide in French and German with the map. (100 copies of each) and obtain quotations. The German lady who runs classes in the Town Hall would be asked to translate it. It was intended this should be ready for the twinning evening with Niebull on 16 July.

60. Sixteen Objectives

The Chair and the Clerk had put information promoting Malmesbury on the Cotswolds Area of Outstanding Natural Beauty "Our Land" website and also uploaded photos with Robert Peel's permission.

61. Any other business

Cllr Caton asked if there could be more flags on top of the town Hall as in European towns. It was suggested this should be included on the next agenda as well as frequency of meetings.

Meeting finished at 8.45 pm