

## **Malmesbury Town Council**

Minutes of the Town Promotion and Tourism Committee held in the Hobbes Parlour,  
Malmesbury Town Hall on Thursday 3 October 2013, commencing at 7.00pm

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

**Apologies:** Cllr S Cox, Cllr RF Sanderson, Cllr S Shape

**29. Public Question Time**

Cllr Kettlety had been asked by a taxi driver why there was no tourist plaque on the Market Cross to explain why it was there for visitors. The Chair said there would be a review of all town signage, and the Market Cross would be put on the review list.

**30. Declarations of Interest**

None.

**31. Minutes**

The Minutes of the Town Promotion and Tourism Committee held on Monday 19 August had been circulated, and were approved as a correct record. On the point of the Malmesbury Guide 2013/14, Cllr Doody requested that the Clerk should check that all advertisers had received a copy.

**32. 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 £610 had already been spent out of the £2000 Promotional Activity and Marketing Budget. This consisted of £247 for printing the Festival Town leaflet 2013, £80 noticeboard maps, £108 distribution, and £200 translation of walks leaflets. The committee agreed to keep another £400 for the Town Partnership advertising with Visit Wiltshire, due for renewal soon.

**33. Visitor Numbers**

The Clerk reported from Report No. 2 that although September TIC figures were slightly down compared to the same month last year, the annual figure for the year October 2012 – September 2013 is 25,523, an increase on the same period last year which was 25,099. It was noted that 6 accommodation bookings had been made in September for 14 adults and 2 children, more than any other month in the year. All these were for overseas visitors. Bookings can be extremely time-consuming, because the establishments either do not answer or are fully booked (which happens easily in Malmesbury e.g. when weddings occur). A booking for 4 Americans on a Saturday had taken 1 hour and 18 phone calls.

**34. Malmesbury in Bloom**

The presentation evening for the floral competition and children's painting competition had passed successfully but Cllr Poole appealed for more Councillors to attend such events. The Committee considered Report No.3 inviting them to plan for town floral displays for 2014 and agreed to the proposal 3.1. to replace 22 hanging baskets and mangers with new mangers with reservoirs to reduce the need for daily watering (a 2 year plan which had been agreed to in the year 2011/12).

## **Resolution**

3.1 To ask Policy and Resources for additional funds towards the project to replace the mangers in 22 hanging baskets which may cost £1,108.68 according to one quote obtained already.

3.2 Agreed that other enhancements were needed to the Town's floral displays (after consultation with Town Council employees). Further discussion was needed to alter the displays on the outskirts of Malmesbury on the North A429 and the South roundabouts. It was suggested sponsorship could be sought.

3.3 The Committee agreed they could not fund all these enhancements as there was not enough money in the budget but a further request would be made to Policy and Resources for a contribution.

## **35. Town Calendar**

Robert Peel had selected 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> prizes in the Malmesbury in Bloom photographic competition and 12 photographs for use in the Calendar which were circulated to the Committee, with some alternatives. The Committee agreed it was most important to include pictures which had recognizable local scenes in order for the Calendar to sell (especially the front cover). The Town Council had requested 3 quotes for printing the Calendar.

**Resolution** The Committee agreed to opt for the cheapest quote to print 300 for approximately £853.70 (£711.42 + VAT) with a small extra charge for artwork and with the proviso of printing 100 more if the Calendar sold well.

## **36. Malmesbury Town Council Sixteen Objectives 2013 – Committee Contribution. Town Promotion**

a) **Application to include Malmesbury in the Cotswolds Area of Outstanding Natural Beauty.** Cllr Woodcock had contacted Natural England and had received a guidance report as to how best to achieve the extension of the boundary. This would be circulated to all on the Committee.

AONB "Our Land" website – the TIC is still in the process of including Malmesbury information on this site and photographs. Joy Buckby had recently had a meeting with Vicky Parr from the Cotswolds AONB who had encouraged the Town Council to promote Malmesbury on their website.

b) **Shops leaflet** Cllr Poole invited shop owners on the Committee to contact other businesses to see if they wished to contribute a small amount (£5 – 10?) to be included in a leaflet with a list of shops which would be numbered on a map. Cllr Caton agreed to speak to the Chamber of Commerce about the idea.

c) **Town Team** Cllr Killane had approached Cllr Poole to join the Town Team and she had agreed.

## **37. Re-design of garden area at corner of Oxford St and Cross Hayes Lane / other improvements**

The Committee considered Report No. 4 requesting them to agree to commission work to revamp this area, following improvements last year in the adjacent garden.

**Resolution** The Committee agreed to the proposal to cover the garden with weed-proof membrane and bark chippings, prune trees, and an alternative use for the area. The alternative use would be to erect a statue commissioned by Mr and Mrs Sykes (who live at the Tower House opposite) and to prepare the ground with a base for the statue. Three quotes were to be obtained for this work. The Committee agreed to a potential expenditure of up to £800 out of the Projects budget for preparing the garden, laying the concrete base for the plinth.

Improvement of Whychurch/ Water Tower roundabout – Cllr Doody proposed re-planting the daffodils and was seconded by Cllr Poole. It was agreed to choose a re-

planting date, to ask the garage to sponsor, and to ask for help from the Young Farmers.

**38. Civil War Living History Event 14/15 June 2014**

A Working Party meeting had been held on 15 October. An application was to be made to the Carnival Committee for funding.

**39. World War 1 Centenary**

The Chair reported that The Civic Trust were bringing various groups together (including the British Legion) to form a cohesive Town Plan to commemorate the centenary and asked Cllr Doody to represent this Committee. She agreed to put forward ideas noted in the last minutes of this Committee.

**Meeting closed at 8.40pm**