

Malmesbury Town Team Update for MTC Full Council 29 October 2024

1. David Drake of Caerbladon was appointed as new chair for MTT. Welcome David!
2. Digital marketing ongoing - organic socials still getting strong reach from use of video, push into local socials groups and local retailer posts/stories and reels. More planned for LNS.
3. Unpacking Places: The Town Team will be suggesting a meeting within the next four weeks of CETP & MTT members and a small number of HUB retailers/businesses, to revisit what we've done, what's still to do, discuss best use of funding available/who owns activities and will drive them forward.
4. The proposals by the MTC Working Group for the allocation of the Wiltshire Council High Street Recovery fund going to P&R on 22/10 were discussed and, with a couple of suggested tweaks, were supported. It was noted that the timescale set by Wiltshire Council for proposals to be submitted precluded the opportunity to engage in broad consultation about the allocation of the funding with stakeholders.
5. The Signage Reports and Working Group recommendations are being presented to FC meeting on 29/10.
6. Cultural Strategy – The 7 focus groups identified some key opportunities: more collaboration, forums for sharing, balancing needs of visitors and residents, 'one stop' web page for events info, pricing of events etc, The next step is to compare to other town reports, with a view to playing to our town strengths, how we focus/align groups, how will event models develop etc and is preparing a report.
7. eat:festival 19 October – The feedback on socials was mostly positive, with requests for a similar event to happen again. The weather helped. The impact on physical traders was mixed. Stalls ran out of food early so our hospitality venues gained. Hog was packed, weather helped. Spoilt for Choice, Fabric Shack entrances were blocked. General stall layout was good. Suggestion to hold on Sundays. Parking was difficult for people all round and needs to be reviewed if we repeat. We should understand the impact/benefit of closing High St for events. The Town Team recommends discussing how it has worked using a professional organisation and learning points for future events. MTT supported eat:festival with £297 – as the cost of Food & Drink leaflet promoting local hospitality. The leaflet 'works' up to and including LNS.
8. Late Night Shopping 6 December - 30 stalls planned including more along Oxford St than usual and larger children's area space in Cross Hayes. 15 stalls inside TH. Army is being invited to help stewarding. Santa Claus will be making an appearance. Morris dancers booked, Mayor opening the event.
9. Discover Malmesbury website: progress being made to revamp design & framework. It was agreed to include a shops directory if possible.
10. Malmesbury Gift Card – the final cards expire by the end of Nov 24 and the scheme will then terminate.
11. Explore Malmesbury is being upgraded to enhance security & to reduce long term hosting costs. The Guided Walk group is meeting soon to discuss 2025 plans.

Cllr Lesley Crawford-Price

21 October 2024