



MALMESBURY TOWN COUNCIL

Minutes of the **Community Engagement & Town Promotion Committee Meeting**

Held in Malmesbury Town Hall on **Thursday 13th November 2025** at 7.00pm.

Present: Cllrs Drake, Crawford-Price, O Wallis, Hastings & I Wallis.

Also present: Claire Mann (Town Clerk)

CE&TP/25/71 To receive declarations of interest.

None received.

CE&TP/25/72 To receive apologies.

Apologies received from Cllrs James, Power, Hughes and M Akhtar.

CE&TP/25/73 Public participation in respect of items included on this agenda.

None received.

CE&TP/25/74 To approve minutes of meeting held on the 16th October.

The minutes were approved and signed as a correct record.

CE&TP/25/75 To receive income and expenditure report to date.

The report was noted.

CE&TP/25/76 To receive TIC report.

The report was noted.

Following discussion it was agreed that the TIC Review Working Group would discuss the format and information provided by the report.

CE&TP/25/77 To consider and approve Communication Strategy for the Committee (Cllr O Wallis)

It was agreed that a Communication Strategy would be produced for adoption once a meeting with Scott Media has taken place, social media proposals will be also be discussed following that meeting.

CE&TP/25/78 To consider reproduction of Walk Over Water leaflet on sale in the Information Centre

Following discussion it was agreed to present a report to the next CE&TP meeting.

CE&TP/25/79 To approve Community Engagement & Town promotion Committee objectives for the MTC Business Plan.

Discussion took place around the responsibilities and objectives of the Committee. Cllr Drake will work with the Town Clerk to prepare a proposal to the P&R Committee to also include enhanced digital communication and partnership working.

CE&TP/25/80 To consider budget requirements for 2026/27.

It was resolved to propose the following budget;

Income

1007	LNS	£1,400.00
1011	Gallery Sales	£350.00

1013	MinB Donations	£2,000.00	
1015	TIC Sales	£2,500.00	
<u>Expenditure</u>			
4071	Projects	£5,000.00	
4072	MinB Presentation Event		£800.00
4074	Eat Festivals	£2,500.00	
4083	LNS	£2,500.00	
4085	St Aldhelm's Fair	£1,000.00	
4145	Consumables & Stock Purchases TIC		£2,500.00
4146	GGW Membership	£1,038.00	
4148	Youth Provision	£15,000.00	
4243	Promotional Act & Marketing		£2,000.00
4244	Bloom in Malmesbury	£3,600.00	
4321	Visit Wiltshire Subs	£600.00	

CE&TP/25/81

To receive an update on working groups and events;

i. Late Night Shopping (Cllr Drake)

Cllr O Wallis stated that a meeting of the working group will be held next week and that preparations are progressing well.

ii. Rise Trust (CM)

The report had been circulated, a teams meeting is planned for next week to discuss Youth Provision.

iii. PR & Comms (CM)

The report was noted.

iv. TIC Review

A working group meeting is scheduled for next week to discuss proposals to improve the Information Centre.

v. Eat Festival (CM) – To consider longer term contract with EAT Festival.

The three year agreement has now been signed. The Town Clerk was asked to direct MTC social media outlets to the Eat Festivals booking portal.

vi. September Art Month inc. High Street Plus Gallery (Cllrs Drake and Power)

It was agreed that a working group will be created early in the New Year to progress initiatives.

vii. Leaflet update and distribution – To determine whether to produce Malmesbury Events and Festival Guide and its distribution through Glide Media.

Following discussion it was agreed that MTC will not produce the Events & Festivals leaflet but that up to £1,200 will be allocated to the distribution of a leaflet produced by the Town Team.

viii. St Aldhelm's Day.

It was agreed to set up a working group, and to invite all Councillors, that will incorporate St Aldhelm's Day activities and Malmesbury in Bloom as soon as possible.

ix. Malmesbury in Bloom 2025.

This was covered in viii.