



MALMESBURY TOWN COUNCIL

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

Held in Malmesbury Town Hall on **Thursday 19th June 2025** at 7.00pm.

Present: Cllrs Drake, Crawford-Price, James, Hastings, Wallis, M Akhtar & Power.

Also present: Claire Mann (Town Clerk) and Cllr O Wallis.

CE&TP/25/28 To receive declarations of interest.

None received.

CE&TP/25/29 To receive apologies.

Apologies received from Cllr Sanderson.

CE&TP/25/30 Public participation in respect of items included on this agenda.

None received.

CE&TP/25/31 To approve minutes of meetings held on 24th April 2025.

The minutes were approved and signed as a correct record of the meeting.

CE&TP/25/32 To receive income and expenditure report to date and note year-end figures at 31st March 2025.

The income and expenditure report was noted.

CE&TP/25/33 To receive TIC report and consider format going forwards.

The report was noted. It was agreed that changes will be made to the report;

- Weekly visitors will be included rather than monthly
- Popular website hits can be removed
- Three most popular and three least popular facebook and Instagram posts will be included
- Only three years visitor data is to be included
- A communication strategy is to be created

CE&TP/25/34 To receive update on communications with Charlton Park events' organisers

Cllr Drake stated that she had not been successful at this stage and that the best approach is to contact Festival organisers directly.

CE&TP/25/35 To consider purchase of 150 BikeRegister permanent marking kits to work with Malmesbury NPT to security mark residents cycles (£705+vat)

It was agreed to purchase the kits through the Police and to work collaboratively to promote the event through Scott Media. Cllrs I Wallis, M Akhtar and James will be involved on the day.

CE&TP/25/36 To discuss youth provision and expenditure of budget (from CE&TP meeting 24th April 2025) and set up working group to explore local needs.

Following discussion it was agreed to invite the Rise Trust to a future meeting to outline their proposals for the coming year and to note their objectives.

- CE&TP/25/37** **To consider proposal to Policy & Resources to increase the CE&TP Committee membership.**
- Following discussion it was agreed to propose an increase of one member to P&R.
- CE&TP/25/38** **To approve leaflet distribution action plan.**
- It was agreed that this would be added to next agenda and that the next scheduled distribution would be in March.
- CE&TP/25/39** **To consider signing up to GovMarketing for distribution of MTC events newsletter.**
- This was deferred to future meeting.
- CE&TP/25/40** **To confirm working groups under CE&TP and membership.**
- Following discussion it was agreed that previous members that are no longer Cllrs will be asked if they wish to remain on the working groups, the following was resolved;
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|-----------------------|--|
| CE&TP working with TT | Cllrs Power, Sanderson & O Wallis |
| TIC review | Cllrs D’Arcy, I Wallis, Drake & Claire Mann |
| LNS | Cllrs Drake, I Wallis, D’Arcy, Exton & O Wallis |
| Beacon Events | Cllrs Crawford-Price, Sanderson, James, Hastings & Exton |
- CE&TP/25/41** **To consider Christmas lighting arrangements for 2025 including locations and installation date to facilitate quotation.**
- It was agreed to ask the previous supplier for a quote based on last years’ display and any additional lighting will be considered at a future meeting.
- CE&TP/25/42** **To receive an update on working groups and events;**
- i. Late Night Shopping (Cllr Drake)**
Working group meeting to be convened as soon as possible.
 - ii. Town Team events (Cllr Drake)**
Cllr Drake reported that this will be discussed at the next Town Team meeting.
 - iii. Rise Trust (CM)**
Covered previously in the meeting.
 - iv. PR & Comms (CM)**
It was agreed that the bike marking event should be added to upcoming stories.
 - v. TIC Review**
The new working group had been set up at item thirteen.
 - vi. EAT Festival (CM) – to consider continuation options for the event and date proposed for 2026 by EAT Festivals, Sunday 26th April.**
Following discussion it was agreed to hold the event again noting public support. There were some issues to be resolved and the Town Council wishes the event to be organised on the 24th May. The Town Clerk will contact EAT Festivals shortly to confirm arrangements for 2026.
 - vii. September Art Month inc. High Street Plus Gallery (Cllrs Drake and Power)**
Cllr Power and the Town Clerk will work with Office staff to progress the event.
 - viii. Beacon Events 2025 (Cllr James)**
VJ Day 80th Commemorative Beacon will take place on the 15th August in the evening and the Abbey will hold a service with refreshments in the afternoon.

ix. Leaflet update and distribution (CM)

Covered previously in the meeting.

x. St Aldhelm's Day

Covered previously in the meeting.

xi. Malmesbury In Bloom 2025 (CM)

Members asked for numbers of entrants to date. The Town Clerk will forward.

The meeting closed at 9.25pm