



MALMESBURY TOWN COUNCIL

Minutes of the **Community & Town Promotion Committee Meeting**
Held in Malmesbury Town Hall on **Thursday 20th June 2024** at 7.00pm.

- Present:** Cllrs Crawford-Price, James, Power, Ritchie, Doody & Wallis.
- Also present:** Claire Mann (Town Clerk)
- CE&TP/24/45** **To receive declarations of interest.**
None received.
- CE&TP/24/46** **To receive apologies.**
Apologies received from Cllr Smith.
- CE&TP/24/47** **Public Question Time in respect of items included on this agenda.**
None received.
- CE&TP/24/48** **To approve minutes of meeting held on the 11th April.**
The minutes were approved and signed as a correct record. It was agreed that book tokens would be purchased to the value of £55 as prizes for the D-Day Poetry Competition.
- CE&TP/24/49** **To receive income & expenditure report.**
Report noted. Further funds are due from Barn Owl Books, Caerbladon & the Museum for sales of Devereux Souvenir Brochures. Expenditure in 4243 (Promotional Activities & Marketing) was queried, the Town Clerk will forward breakdown to all members.
It was also noted that 4087 expenditure should have been carried over from last years' budget and that St Aldhelm's Day expenditure is yet to show.
- CE&TP/24/50** **To receive TIC report.**
Members noted the report. It was evident that during the Devereux weekend, visitor numbers were increased which would have also had a beneficial impact on all food establishments in town.
It was agreed that the TIC review should take place at the earliest opportunity.
- CE&TP/24/51** **To consider report from Cllr D'Arcy on display of commercial leaflets in the TIC.**
It was agreed that TIC staff will contact all places to eat and places to stay in the area to request leaflets/flyers to advertise their offering and that space would be provided on a 'first come, first served' basis.
- CE&TP/24/52** **To consider convening meeting with relevant Committee at Tetbury Town Council and other stakeholders with a vested interest in Tourism in the South Cotswolds.**
It was agreed, at this stage, that Tetbury Town Council will be contacted to request a meeting with its relevant Committee to discuss Tourism mid-September. This initiative will expand to other stakeholders after initial meeting.
- CE&TP/24/53** **To consider arrangements for ticket sales in the TIC by other organisations.**
It was agreed that no charge would be made for payments for other organisation's

ticketed events following this date.

CE&TP/24/54

To consider purchase of Glide Media digital poster screen (£60 + artwork)

The committee requested additional information about the offering and what is involved.

CE&TP/24/55

To receive an update on working groups and events;

- i. Athelstan 1100**
Cllr Ritchie reported that the events are progressing well and a 'soft' launch for the Big Dig is will take place this coming Sunday. National publicity is very good.
- ii. MTT & MTC working together (Cllr Power)**
It was noted that this should now be removed from CE&TP as it sits with P&R.
- iii. Community Signage**
Cllr Ritchie stated that he would re-send the report from the Royal Agricultural University. The stakeholder group will be meeting in the first week of September.
- iv. WOMAD**
Cllr Crawford-Price will organise a working group meeting shortly to determine site, tickets, rota and other arrangements.
- v. PR & Comms**
Upcoming PR stories should include EAT Festival, Folk & Roots Festival, High Stret Gallery and September Art Month.
- vi. EAT Festival**
It was agreed that communication needs to be composed between festival organisers, Council and reatilers.
- vii. St Aldhelm's Fayre**
It was noted that the article had received good reach on the website and that many people had taken part in the different elements of the Fayre.
- viii. TIC Review**
This had been covered earlier in the meeting and a working group meeting should take place as soon as possible.
- ix. Devereux Event**
This had been covered during receipt of the TIC report.
- x. Malmesbury in Bloom**
Donations are coming in. Social media coverage should be maximized.
- xi. High Street Gallery**
This would be covered in xiii.
- xii. Beacon Event D-Day Anniversary**
Cllr Crawford-Price reported that this had been a hugely successful event with many positive comments from residents.
- xiii. September Art Month**
The High Street Gallery will tie in with this. An update will be available at future meeting.

The meeting closed at 8.20pm