



MALMESBURY TOWN COUNCIL

Minutes of the Extraordinary **Community Engagement & Town Promotion Committee Meeting**
Held in Malmesbury Town Hall on **Thursday 20th March 2025** at 7.00pm.

- Present:** Cllrs L Crawford Price (Chair), M Crawford-Price, James, Doody, Power, Drake and Wallis
- Also present:** Lisa Dent (Deputy Town Clerk)
- CE&TP/25/09** **To receive declarations of interest.**
None received.
- CE&TP/25/10** **To receive apologies.**
Apologies received from Cllr Ritchie.
- CE&TP/25/11** **Public Question Time in respect of items included on this agenda.**
None received.
- CE&TP/25/12** **To approve minutes of meetings held on Thursday 16th January 2025**
The minutes of the meeting was approved and signed as a correct record.
- CE&TP/25/13** **To receive income and expenditure report.**
The report was noted, also that Deveureux and Athelstan 1100 have transactions through Projects nominal code.
- CE&TP/25/14** **To receive TIC report.**
The report was noted, it was requested the headings (2024) to pie charts/ illustrations were reviewed for accuracy. Strong visitors numbers, it was noted that the A1100 Big Dig event brought many visitors to Town Hall but would not be recorded through Tourist Information counts.
- CE&TP/25/15** **To review working group membership and terms of reference**
It was agreed to defer this item until after Wilts Council Elections have taken place.
- CE&TP/25/16** **To receive an update on working groups and events;**
The order of business was varied, PR & Comms being brought forward.
- i. PR & Comms (CM)**
The Scott Media reports were reviewed. Re consultation work taking place to assess the feasibility of opening Cemetery Chapel, it was agreed to schedule PR/press release for end of April. Also scheduled is a press release on the reopening of the Old School Room, once redecoration is completed. Other areas of interest for upcoming PR include new mayoral cadets and new dual recycling litter bins.
 - ii. Late Night Shopping (Cllr Drake)**
Review meeting will be scheduled.
 - iii. Pride of Place (Cllr Drake)**
24 May - 6 July 2025 - Starting on the weekend of St Aldhelm's festival this is a grouping of many events (culture, food, art and entertainment). The programme is being finalised, it will also advertise the EAT food festival and many collaborations with

partners such as Malmesbury Abbey and Fruitful Malmesbury. This is a Caerbladon and Town Team collaboration.

Thomas Hobbes Society of Malmesbury is organising a festival taking place 4th – 6th April. Cllr Power advised event ticket sales are going well. There are several events including historical talks and an archaeological dig and Explore Malmesbury will be creating a trail map. There are many local groups involved such as schools, the Museum, the History Society and Cotswold Archaeology.

iv. Rise Trust (CM)

The report was reviewed and noted. Attendance figures stated on the report was discussed and it was noted the leaders will soon be providing a mobile outreach service rather than based at The Town Hall. It was agreed that comparative figures of attendance for the previous year would be useful to assist in reviewing the service provided and this may then lead to discussions in person with The Rise Trust.

v. TIC Review (Cllr Ritchie)

No further comments, Cllr Ritchie was not present.

vi. EAT Festival (Cllr L Crawford-Price)

The organisers have confirmed the Abbey Churchyard is not available as the event is on Sunday, they have not requested use of the Cloister Gardens. Town Clerk will:-

1. manage the review of the risk assessment and management plan
2. clarify if changes to parking from last years event will be made.
3. confirm that Priory roundabout is not a 'hard'; closure
4. review stalls map so far and review that loss of space at Churchyard has not impacted on stall layout

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

Not an arts month as such, there will be individual events combined together in an events leaflet, and could include in Wessex Week, Flying Monk arts trail and High Street gallery.

viii. Beacon Events 2025 (Cllr James)

Both the events (VE and VJ day) will follow a similar format, in keeping with previous beacon events. Details to be refined nearer the time.

VJ – no Town Band as they do not perform in August. Alternative to be explored, it may be that recorded music is used.

VE – a civic reception with bar, fish and chips catering van has been reserved – mayoral speech, commemoration by Royal British Legion and Beacon lighting

ix. Festival leaflet 2025 (CM)

This has been printed, some distribution to high Street retailers, also it been delivered to Air BNB's and tourist accommodation. Social media post to be made reminded people to pick up a copy at Tourist Information or online at Discover Malmesbury.

x. Athelstan 1100 (Cllr Ritchie)

It was thought that publicity for the Pilgrim's Way walking event has commenced. This is over 130 miles/over 11days and further information will be available as arrangements proceed.

xi. St Aldhelm's Day (Cllr Ritchie)

It is thought this will include a talk in the Abbey.

xii. Malmesbury In Bloom 2025 (CM/Cllr Doody)

Closing date was clarified as last day of school summer term. Category of vegetable patch is to include allotments as well. Library will be booked for August to display children's artwork. New judges will be sought this year, it was agreed that Cllr M Crawford-Price will make enquiries and also the Council office as two judges might be preferable to one.

New advertising/poster this year is requested.

The meeting was closed at 7.53 p.m.