



# MALMESBURY TOWN COUNCIL

Minutes of the **Community Engagement & Town Promotion Committee Meeting**  
Held in Malmesbury Town Hall on **Thursday 24<sup>th</sup> April 2025** at 7.00pm.

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- Present:** Cllrs L Crawford Price (Chair), M Crawford-Price, James, Doody, Power, Drake, Ritchie and Wallis
- Also present:** Claire Mann (Town Clerk)
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- CE&TP/25/17**      **To receive declarations of interest.**  
None received.
- CE&TP/25/18**      **To receive apologies.**  
All members present.
- CE&TP/25/19**      **Public participation in respect of items included on this agenda.**  
None received.
- CE&TP/25/20**      **To approve minutes of meetings held on Thursday 20<sup>th</sup> March 2025**  
It was noted that a Fish & Chip van had been requested not reserved, subsequently the minutes of the meeting were approved and signed as a correct record.
- CE&TP/25/21**      **To receive income and expenditure report.**  
The Town Clerk had not produced the income and expenditure report due to processing of transactions still coming in from the last financial year. The final figures will be reported at the next CE&TP meeting.
- CE&TP/25/22**      **To receive TIC report**  
The report was noted.
- CE&TP/25/23**      **To consider proposal for leaflet distribution (report Cllr Ritchie)**  
Cllr Ritchie had circulated a report detailing a proposal to distribute leaflets. Following discussion it was agreed to accept the proposals and that the Town Clerk will put together a distribution action plan to be approved at the next meeting of CE&TP.
- CE&TP/25/24**      **To note the growing calendar of events at Charlton Park and to agree if any requests should be made to enhance the representation of Malmesbury as part if these important local activities and how these may be progressed.**  
It was agreed that Cllr Drake will start communication lines with Charlton Park events organisers and the item will be brought back to next CE&TP meeting.
- CE&TP/25/25**      **To consider the allocation of £1,000 of the High Street Activity Fund events assumed expenditure and £1,000 from CE&TP projects budget to support the development and operation of the 'Athelstan 1100 Pilgrim Way Walk and Cycle to Kingston 2025.' (report Cllr Ritchie)**  
Members discussed the report, the following was agreed;
- The recommendation to allocate £1k from the Generating Activity Fund will be put to the Policy & Resources Committee.
  - £1k will also be allocated from the A1100 budget.

- Town Council staff resource is committed to support the operation of the Malmesbury based elements of the events (notably the road closure application) and facilitating the use of Town Hall facilities at in the run up and during the Malmesbury based elements, the development of civic contacts along the route and the representation of Malmesbury at the civic events which may be organised along the routes.

**CE&TP/25/26 To agree date for Late Night Shopping 2025 – proposal 28<sup>th</sup> November 2025 (Tetbury Town Council is 5<sup>th</sup> December 2025)**

Following discussion it was agreed that Late Night Shopping will take place on the 5<sup>th</sup> December 2025, the first Friday in December, and there is no intention for this to be changed in future years.

**CE&TP/25/27 To receive an update on working groups and events;**

**i. Late Night Shopping (Cllr Drake)**

Cllr Drake will send an email shortly to arrange a meeting in May.

**ii. Pride of Place (Cllr Drake)**

Caerbladon has sought funding from the Arts Council England and other partner organisations. The theme is 'Sanctuary' and a request is coming shortly to the TH&F Committee to use Birdcage Walk. Other activities will be taking place and the launch will be during St Aldhelm's weekend.

**iii. Rise Trust (CM)**

No report had been received from the Rise Trust, the Town Clerk was asked to pursue this and to ensure the latest report is received. It was also noted that the comparative graph of numbers attending had not been received. Following discussion it was agreed that the funding for Youth Provision should be reviewed when the new Council is formed.

**iv. PR & Comms (CM)**

The report was reviewed and noted. It was agreed that the Public Consultation for the Cemetery Chapel should be part of upcoming PR.

*Cllr M Crawford-Price arrived*

**v. TIC Review (Cllr Ritchie)**

No update was available.

**vi. EAT Festival (CM)**

The Town Clerk provided answers to the questions that had been raised at the previous meeting. The Town Clerk was asked to clarify the following;

- Had the Cloister Gardens been booked.
- Could the organisers send the Stall Plan.
- Could the organisers confirm when local promotion was happening.
- Check that the word 'Local' was not being used in promotional material.

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

Cllr Drake stated that no plan has been arranged at this point and that it is likely to be changed slightly for this year. The Art Trail is the last weekend in September and the John Bowen Gallery has been booked. Cllrs Power and Drake will meet to discuss recommendations to be made.

**viii. Beacon Events 2025 (Cllr James)**

Cllr James is looking into options for food provision at the event in May. The Band is unavailable for August but the Community Choir has been asked to perform.

**ix. Festival leaflet 2025 (CM)**

It was noted that arrangements have been made for the leaflet to be distributed with the next delivery of the Malmesbury Jackdaw Magazine and that in future this item will be called 'Leaflet Distribution.'

**x. Athelstan 1100 (Cllr Ritchie)**

This had been covered by Cllr Ritchie's report earlier in the meeting.

**xi. St Aldhelm's Day (Cllr Ritchie)**

Cllr Ritchie stated that Tony McAleavy will be presenting a talk on the 24<sup>th</sup> May. It was agreed that the Groundsmen will be asked to put the boards up week commencing 19<sup>th</sup> May. It was also agreed that up to £100 will be allocated from the budget for flowers at St Aldhelm's Church.

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

It was noted that two judges had been approached to visit the gardens in late July and early August. Promotion for competitions is going well.

Cllr Crawford-Price expressed thanks to Cllrs Doody and Ritchie for their hard work during their tenures as Councillors as they were not standing for re-election in May, the Committee concurred.

The meeting closed at 8.25pm