



MALMESBURY TOWN TEAM CIC

Report to Malmesbury Town Council February 2026

<p>Overview</p>	<p>The Town Team (MTT) meets on the 2nd Monday of each month.</p> <p>MTT owns and manages www.discovermalmesbury.life www.exploremalmesbury.com www.athelstan1100.co.uk and www.townteam.biz plus associated social media accounts.</p> <p>Press and PR is supported locally by Fiona Scott Media.</p> <p>Directors: David Drake, Cllr Gavin Grant, Rob Sneddon</p>
<p>1) to encourage potential visitors to visit Malmesbury and the surrounding area</p>	<p>The What's On website updates have been completed, and testing will commence with a small number of users, to ensure reliability and to create a user guide. The MTT task group, with the Town Council represented by Cllr. D'Arcy has defined the catchment area as within 5 miles radius of Malmesbury, with flexibility to include ticketed events just outside that area if they were of special interest to Malmesbury residents and visitors. The completion of this work is now urgent to align with the new Visitor Guide, below.</p> <p>The new fold-out Visitor Guide (A2 to A5) suitable for display at Glide Media outlets has now been produced and circulated (a print run of 12,000). This is aimed at the tourism market bringing people to Malmesbury. This includes a newly designed map highlighting the retail/hospitality area, historic landmarks, the river walk and provides a taste of Malmesbury. A small headline 'what's on' has a listing of key events with link to Discover Malmesbury is included.</p> <p>MTT is a representative on the advisory board for the LVEP (Local Visitor Economy Partnership/ Lesley Crawford Price), Visit Wiltshire visitor site and Great West Way. Cllr Drake has contacted Visit Wiltshire and GWW for access to edit text and for information on how to update content and list events, to make the most of our VW Ambassador status and GWW Partner status. Explore Wiltshire app is not taking new updates although it continues to exist for event listings.</p> <p>A decision on our future Press and PR strategy took place with the intention of reaching audiences beyond the local area. We have direct ongoing relationships with BBC and Sunday Times for wider impact stories generated by us.</p>

<p>2) to improve the experience of visitors to Malmesbury and the surrounding area</p>	<p>The updated map will also be used consistently across other media, with the first project to replace the signage next to Sue Ryder shop, due February 2026 (in agreement with the Open Spaces and High Street Regeneration working party).</p> <p>The schedule for printing the new seasonal event listings leaflet (three times a year) is confirmed with the first edition aimed for end March 2026 which will include music, theatre, visual arts, history talks and festivals as well as workshops and events. This will be A5 and suitable for Glide Media distribution as well as local distribution.</p>
<p>3) to encourage increased expenditure in Malmesbury and the surrounding area by local residents</p>	<p>The next Town Team Business Hub meeting is Monday 16th March, 5-7pm in the Three Cups main bar.</p> <p>The hub whatsapp group continues to be active in supporting businesses between themselves and sharing concerns.</p> <p>Town Team Chair, David Drake was invited to speak at the launch the new Nimble and Wild studio in Gable house.</p> <p>Discover Malmesbury social media freelancer (Drea Macmillan) is in regular communication with the hub members to promote and share content on social media. Drea has compiled a 5-pillar social media strategy, including a plan and calendar for the Town Team for the coming year. To support Drea's work we have combined all our photography assets into a Town Team basecamp folder.</p>
<p>4)To improve the quality of community life, in Malmesbury and the surrounding area.</p>	<p>Town Team will support MAGIC Malmesbury and Caerbladon to promote and deliver the river-themed community engagement and arts festival with details and scope to be decided (aligned with River Management Group working party).</p> <p>The Town Team has offered the Athelstan Trust support towards the early feasibility work for a new Hall for Malmesbury with Malmesbury Secondary School. This is aligned with the Malmesbury Cultural Strategy and our ambitions for Town of Culture.</p> <p>The Town Team is working with others (led by Campbell Ritchie) for the Magical History Tour street theatre event in July.</p> <p>Explore Malmesbury has developed a You Tube channel to make our project videos more visible and they are also being shared across Explore Malmesbury social media.</p> <p>Two new student films have been commissioned for 2026 with Bristol Film School. One will be for the rivers festival work and one for the Magical History Tour street theatre event.</p>

Any other business

Following the release of full details of DCMS Town of Culture bidding process, the Town Team has requested Malmesbury Town Council to be nominated as the Accountable Body for the first stage of the bid due at end of March.

The brief for visitor profiling research will be drawn up and ready to share following committee approval.

Cllr Karen Drake