

**Malmesbury Town Team meeting on 10 February 2025/ Update for MTC Full Council  
25 February 2025:**

We agreed the full Town Team expenditure against the 2024/25 Wiltshire Towns Programme, to be invoiced to MTC Town Clerk by end March 2025. Agreed activity has been shared with Town Clerk, and confirmed what has already been spent from the allocated budget. MTT to invoice for the remaining amounts.

We approved expenditure on the Great West Way marketing and promotional activities to ensure Malmesbury has high visibility as a visitor destination.

We have established an integrated Malmesbury Events Calendar to aid planning and avoid diary clashes. Event organisers have welcomed this initiative and have already populated the calendar with their events.

The 3 February 2025 business get together was very successful, with a wide range of retailers, service providers and hospitality businesses attending, including ones from the wider Malmesbury area. Several constructive suggestions were made by those present which have informed the Town Team's strategy for business development. These include a welcome pack for new residents, brand and marketing support and breakfast meet-ups. The next of these will be on Weds 2 April.

Cllr Lesley Crawford-Price

25 February 2025