



MALMESBURY TOWN COUNCIL

Minutes of the **Extraordinary Community & Town Promotion Committee Meeting**

Held in Malmesbury Town Hall on **Thursday 15th August 2024** at 6.00pm.

Present: Cllrs Crawford-Price, James, Power, Doody, Drake & Wallis.

Also present: Lisa Dent (Dep Town Clerk), 2 members of the public

CE&TP/24/72 To receive declarations of interest.

None received.

CE&TP/24/73 To receive apologies.

Apologies received from Cllrs Exton and Ritchie.

CE&TP/24/74 Public Question Time in respect of items included on this agenda.

One member of the public addressed the meeting and described personal experience of working for Eat festivals as a stall holder.

*Cllr Drake and one member of the public joined the meeting.
Cllr Doody joined the meeting.*

These experiences were described as positive, that the events are well organised and attract visitors and will benefit local businesses through extra footfall.

The second member of the public addressed the meeting as owner of a local hospitality business in the Triangle area of Malmesbury and was disappointed that the Triangle was not being included in the festival and would like to see Abbey Row utilised rather than the High Street.

CE&TP/24/75 To consider way forward with Eat Festival and determine next steps

Discussions followed around positive issues such as what the festival will bring to the town, residents, visitors and businesses. Alongside the positive aspects there were also areas of concern where it was felt further discussion and clarification with the organisers of Eat Festivals would be beneficial for both parties.

It was agreed to request a meeting with the organisers of Eat Festivals, either online or in person as soon as practicable. The following subject areas will be discussed:-

- Eat Festivals spatial management of shop fronts, doorways and pavements. Keeping these clear so businesses are accessible.
- Temporary signage in the Festival area directing to the Triangle to be erected by Eat Festivals.

- Eat Festivals confirmation of entertainment or attractions beyond 4 p.m. (closing time of festival) which they have received through contact with local Malmesbury businesses.
- Confirmation of Eat Festivals creating a visitors map for the festival.
- Branding by Eat Festivals:-
 - The committee request that festival name is confirmed as EAT:Malmesbury.
 - The word 'local' to be removed from all social media posts, promotional activity, banners and flyers.
- Whilst it is understood that event management and risk assessment is being managed by the EAT Festival, it is requested that these documents are made available to Malmesbury Town Council.

CE&TP/24/76 To exclude press and public due to commercial sensitivity

It was agreed to request the two members of the public leave the meeting and they agreed to do so.

The committee reviewed arrangements to date.

It was noted that Eat Festivals have requested two trestle tables to be placed in the John Bown Gallery for food festival use (overflow from Old School Room). The committee recommend to TH&F committee that it is not acceptable to enforce this on the gallery hirer.

The meeting was declared closed at 6.58 p.m.