

Malmesbury Town Team Update for MTC Full Council on 17 September 2024

1. After 4 years as Chair, Campbell confirmed he's standing down. A new chair will be elected at the next meeting next month. Many thanks were expressed to Campbell for all he has done to develop the MTT and deliver support to the town retailers and businesses.
2. Athelstan 1100 so far has been a big success. As one example, the TIC is reporting a 70% footfall increase June & July. A full report and next steps summary will be generated through the Steering Group and shared in due course. The support of MTC in enabling Athelstan 1100 is gratefully acknowledged.
3. DM website is currently receiving 3000 visitors pm and organic socials are getting strong reach especially from use of video and from push into local socials groups. Sometimes stories getting up to 15000 views. Great Summer activities contributed to this.
4. Unpacking Places: John from Game & Toy Expert confirmed Malmesbury High St WhatsApp group is working well to share info at different layers, although some retailers prefer email. Interest from Minety in joining. Monthly newsletter being set up in next couple months, plan is to add Malmesbury events info, social media opportunities, wins on the High St eg Nimble & Wild in 100 UK small businesses, plus info on general rhythm of Malmesbury calendar.
5. Cultural Strategy research – the draft report is being developed and will be reviewed in the next couple of months.
6. eat:festival 19 October – MTC ongoing sorting logistics with eat. There is some concern from retailers not yet knowing the stalls map - a note will be sent out to Hub. It is hoped to have a supporting updated town food & drink map and the TT is pleased to help. Sponsorship may be available. MTT is expecting to have a stall and a joint participation with MTC and wider councillor has strong merits and is being discussed at CE&TP.
7. Late Night Shopping 6 December: first Working Group is taking place on 12 September chaired by Cllr and Town Team member Karen Drake. The involvement of many new people in the Working Group will add the benefit of fresh eyes and purpose based on engaged feedback to what is established as a very popular and economically important event, with the opportunity to possibly extend the reach of activities to the Triangle.
8. The Town Team will be promoting Malmesbury again in the annual Great West Way Marketplace event being held in October. This exposure increases Malmesbury's presence to the international travel trade and influencer led promotion.
9. The Town Team welcomed the announcement by Wiltshire Council that two further years further funding is available via the High Street Recovery Fund to Malmesbury to support local business development and looks forward to being actively involved with MTC in the identification and delivery of qualifying projects.

Cllr Lesley Crawford-Price

9 September 2024