

## **Minutes of Town Team Meeting**

### **Town Hall**

### **Monday 15<sup>th</sup> January at 7pm**

**Present: Sarah Wilde, John Sunderland, Gavin Grant, Gordon MacPherson & Rob Green (Campbell Ritchie attended for item 6)**

**1. Apologies:**

Lisa Gore, Ash Scott & Mark Gardener.

**2. Approve Minutes from meeting 20<sup>th</sup> November 2017 & 18<sup>th</sup> December**

The minutes were approved as an accurate record with amendment noted to Minutes of meeting in December.

The Leadership Group awaits confirmation from Malmesbury Area Board that Cllr Gavin Grant will represent Wiltshire Council on the Town Team.

Updates are due to be made to the website for new membership and meeting papers. Claire will send to Square Duck.

**3. Quarterly Report from Square Duck**

Sarah had previously circulated the report from Square Duck. The report outlines the work that has been completed in the last quarter and also that which is ongoing. Statistics of website visits/newsletter sign ups/social media increases were noted and the group were pleased with escalating figures. Sarah will contact Square Duck to request that John can access the analytics and will report back at a future meeting.

**4. Update report from Take One Media**

The distribution report of the Town Guide by Take One Media was noted by the group and following discussion it was agreed that it would be beneficial to identify higher take up areas and lower take up areas by way of comparison with previous/future reports. Gavin will investigate the distribution of the Festival Town Leaflet by MTC to establish overlap or shortfall in areas receiving both or neither.

**5. Updated sub-branding & advertising style**

The group reviewed the sub-brand examples provided by Square Duck and agreed to discuss with Lesley; font size, colours and additions will all be conferred, alongside more frequent use of the

strap line. The general view was that with a refreshed and more stylish look for adverts - the sub brand changes did not appear to be developing in the same way.

## 6. Update on Vale Action Bid submission

Campbell updated the group with the submission of the Vale Action bid and stated that the External assessor phase begins next week and anticipates that it will be with the Management Committee by the end of January or beginning of February. Campbell advised that our grant will include 20% to cover VAT liability. Gavin has notified Wiltshire Council & Malmesbury Town Council of progress of the bid and both are keen to receive a presentation. The Warden & Freemen would also be a relevant group to present to.

## 7. General updates

**a) Market** The Market will reconvene on the 1<sup>st</sup> February. Sarah also stated that there are a few of the new signs still to go up.

**b) Town Council** Gavin notified the group that MTC will be producing the Festival Town leaflet shortly and that St Aldhelm's Fair for this year has been moved to the weekend of the late May Bank Holiday rather than the Monday to avoid clashes with other large scale local events, exact date to be confirmed. Gavin also stated that visitor number reports provided by the TIC show an increase for 2017 which suggest that combined efforts to promote Malmesbury are yielding results.

**c) Dyson** Sarah is in contact with Sarah Lewis at Dyson and will report on progress.

## 8. Financial update

The finance spreadsheet was noted by the group. Gavin stated that there may be funding available from a Community Grant for capital projects and would investigate. He and Sarah still to meet with Chuck Berry.

## 9. Any other business

- Gavin will enquire about the movement of S106 funding from Wiltshire Council to Malmesbury Town Council.
- Sarah stated that she has received many comments regarding the closure of the Jackdaws Café in the Town Hall on a Saturday, it was agreed that she would write to the Mayor.
- Gavin stated that he is aware of comments made about the closure of the Town Hall over Christmas which meant there were no public toilets available.

- There is a new manager at the Smoking Dog who may be interested in becoming a member of a group of business managers should one be set up.
- Sarah will write to Cllr Roger Budgen as chair of the Planning & Environment Committee to request that the continued closure of the Rajah be addressed. This is a prominent and historic building in the town and it is unacceptable in its current state.

Meeting closed at 8.50pm

Next meeting 7pm, 19<sup>th</sup> February 2018.