

## **Minutes of Malmesbury Town team Meeting Thursday 20<sup>th</sup> November 7pm at the Town Hall**

**In attendance:** Gordon MacPherson, Darren Henden (Deputising for Fiona Orwin), Paul Chivers, Margaret Lamb, Kim Power, Simon Killane, Ash Scott.

**Apologies received:** Franchesca Caton, Katherine Gore.

- Gordon MacPherson proposed that Paul Chivers & Fiona Orwin be co-opted onto the Town Team, this was seconded by Simon Killane and was unanimously agreed.
- Minutes of meeting held on 8<sup>th</sup> October approved and agreed.
- An update on the current invoices and payments included; £500 for Copywriting, £23 for provision of food at the workshop & £1,600 to the web site provider. There is a final payment due to The Retail Group which will be payable on completion.
- Initial draft documents detailing the action plan from The Retail Group were reviewed ahead of a more concise version being available. The next step is for TRG to present their findings into approximately five Action Points with sub headings. It was agreed that a Marketing Plan should be formulated which would involve the work required going out to tender. There were concerns raised that the preparation of the documents had extending beyond the initial timeline.

**Action:** Gordon MacPherson to speak to Mike Evans regarding action points

**Action:** Gordon MacPherson to obtain three quotes from local marketing companies to form a Marketing Plan. The proposals will be considered by the Town Team.

- It was agreed that further investigation will go into the appointment of an individual to support the implementation The Town Centre Action plan (title to be decided). Part of the role may include securing fund raising opportunities.

**Action:** Margaret Lamb will scope out the role for review and a contract can be drawn up in due course.

**Action:** Gordon MacPherson to invite Alan Truscott (Plain Action) to the next meeting to explore funding opportunities, in particular the Marketing initiative.

- It was agreed by all that the website and Facebook is a good starting point for information exchange. It was also noted that the Facebook page is being used regularly.
- It was agreed that communication between members of the Town Team & their representative groups will be more notable when the Action Plan has been published.
- Date of next meeting was arranged for the **11<sup>th</sup> December 2014**.

A discussion and update on the parking review to be held on the 2<sup>nd</sup> December explored possibilities in relation to future/possible changes post the parking workshop.

**Meeting closed at 9pm**