

## Meeting Thursday 11<sup>th</sup> December 7pm at Malmesbury Town Hall

**Present:** Gordon MacPherson (Acting Chair), Mike Evans (The Retail Group), Mark Gardener (Waitrose), Paul Chivers, Margaret Lamb, Kim Power, Simon Killane & Ash Scott.

**Apologies:** Nigel Scott.

1. Gordon MacPherson introduced Mike Evans of The Retail Group who explained that following the decisions made at this meeting, The Retail Group would re-work the Action Plan as four or five paged document outlining the priority objectives.
2. Within the **Customer Experience** Action Area, it was **agreed** that the priorities would be;
  - Parking
  - Signage
  - Shopping Guide
  - Toilets
3. Within the **Retail Offer** Action Area, it was **agreed** that the priorities would be;
  - Review Market opportunities
  - Produce a guide check list for events
  - Improvements to shop fronts and windows and business support for retailers.
  - **Encourage** consistent and extended opening hours....
4. Within the **Events Action** Area, it was agreed that the priorities would be;
  - Review 'scheduling' of events, actively manage and prepare a calendar.
  - Events in Malmesbury Guide information pack to be created.
  - To identify one point of contact as an information point.
  - Support a Food Festival and the family element of all festivals.
5. Within the **Marketing & Promotions** Action Area, it was agreed that the priorities would be;
  - The Malmesbury Identity, Logo & 'Strap Line' should be developed.
  - Create a Marketing Plan to extend outside of Malmesbury.

- A general promotion leaflet could be produced annually.
- A 'loyalty card' or similar, could be introduced subject to retailers' support.

6. Within the **Business Support** Action Area it was agreed that the priorities would be;

- Signposting business support and advice.
- Sharing information to benefit retailers and support workshops and training.
- Develop an all-encompassing newsletter.

These amendments as noted will create a more condensed version of the Action Plan and makes clear what actions are to be taken by the Town Team.

7. Kim Power notified the Town Team that the Financial Protocol had been received and agreed with Malmesbury Town Council and Wiltshire Council.
8. Gordon MacPherson extended thanks to Mike Evans for attending the meeting & assisting with the revised Action Plan.
9. It was recommended by the Chair that the format of future meetings be reviewed following the swiftness and efficiency of this meeting.

Date of next meeting Monday 12<sup>th</sup> January.

**Meeting closed at 9.06pm**