

Minutes of Town Team Meeting

Town Hall

Monday 16th April at 7pm

Present: Sarah Wilde, John Sunderland, Gavin Grant, Rob Green, Campbell Ritchie & Ash Scott

1. Apologies:

Lisa Gore, Gordon MacPherson & Mark Gardener

2. To consider & approve Minutes from meeting 26th March 2018

- Lesley will attend a future meeting of the Town Team.
- The meeting of the Area Board has been adjusted.
- Ash & Lisa will be asked to send in a report of the Market update if they are unable to attend the meeting.
- There has been no response from the owner of the Rajah.
- Sarah will meet with Gary Darling-Parkes of Malmesbury Town Council shortly.

Minutes approved by all.

3. SquareDuck – discussion about Discover Malmesbury website

John has met with SquareDuck to make further investigation into website analytics and statistics. It was noted that it is not useful for the Town Team to interpret detailed statistics but rather that Square Duck should highlight new or interesting trends that are worthy of further analysis. It was also agreed that the Town Team will keep a watching brief on the Discover Malmesbury analytics; the current level of reporting is sufficient & SquareDuck will continue to develop analysis in line with Discover Malmesbury/Town Team goals. Consideration was given to comparing Malmesbury with another town of similar size, population, High Street offer etc and their website provision. The Town Council is looking to re-design their website and it is anticipated that the Town Team will work closely with them on the project.

4. Discuss Lidl Planning Application – retail impact assessment attached.

Gavin stated that as a member of the Northern Area Planning Committee of Wiltshire Council which will decide the outcome of the application, he would not participate in this item.

Although the Town Team is not a statutory consultee it was felt that the Town Team should have vital input on the application and that the shopping pattern, outlined in the retail impact assessment, is of enormous importance to the Town Team.

Points raised included;

- The validity of the survey
- The Survey appears to indicate a loyalty to the Town Centre.
- There has been no reference made to Dyson employees which raised questions with the Town Team as they are a major employer in the Town.
- The non-food offering by Lidl could pose a threat to shops in the Town.
- Pedestrian access is going to be a massive issue.
- In the event that permission is granted the S106 contribution would be a consideration.

5. Vale Action Bid update

Virtual Malmesbury

Campbell reported that we have had confirmation that our bid has been passed by the Vale Action management board. This means we have successfully completed all steps in the bid approval process. The next stage is that Wiltshire Council will send us a formal Grant Agreement on behalf of Vale Action and an Inception Meeting will be arranged with Alan Truscott, the Vale Action Programme Manager.

Gift Card

Gordon absent – no update available

Signage

Sarah is working on the signage and is a work in progress. One option considered was for organisations to purchase their own lamppost banners. Gavin suggested that the Town Team might approach the Town Council for assistance with funding for banners and that some provision should be made for events that may be organised in future but are not yet in existence.

6. General updates

Market

Ash stated that the Market is currently 'ticking along' and that the busiest time appears to be the first Friday of the month.

Town Council

Gavin reported that;

- a meeting had taken place recently which he & Campbell had attended which seeks to eliminate single use plastics by the Town Council. Gavin will provide updates as they become available.
- Cllr Roger Budgen and Gavin had met with Symonds and Waitrose to discuss the steps at Waitrose. It was agreed that Symonds will alter the steps to a condition that will make them acceptable for adoption and will make contact with Wiltshire Council with an offer when the work has been done.
- Several Councillors from the Town Council have formed a working group to create a Business Plan, it has been discussed that the Town Team should be involved with the initiative.

Sponsorship

Gordon & Sarah had met with the Old Bell Hotel & Whatley Manor to discuss potential sponsorship, an update will be available at a later date.

7. AOB

- Gavin stated that work is ongoing into a fictional television series that could involve Malmesbury.
- Sarah, Campbell & John had just attended a meeting with Barbara Pollard to discuss the production & siting of the sculpture of King Athelstan, updates will be available at a later meeting.

Meeting closed at 8.52pm

Next meeting 7pm, 21st May 2018.