

Minutes of Town Team Meeting Town Hall Monday 17th September at 7.30pm

Present: Sarah Wilde, Campbell Ritchie, Gordon MacPherson & Mark gardener

1. Apologies:

John Sunderland, Rob Green, Gavin Grant & Ash Scott

2. To consider & approve Minutes from meeting 23rd July 2018

Minutes were approved by all & following approval will be published online.

Mark Gardener informed the group that since the last meeting a proposal will be put forward for Waitrose, Symmonds and Wiltshire Council will work together to re-instate the steps by the Silk Mills.

3. Update on Town Team legal standing & bank accounts.

Sarah will meet with Rob Sneddon next week to progress the legal standing of the Town Team as this is essential for the contract to be signed with Micronex. Sarah has sent invoices to advertisers in the Town Guide, total sum £1000 and this will now be able to go into the Town Team bank account as it is live.

It was agreed to bring financial report item forwards to tie in with previous item

4. To receive and discuss the latest financial report and current financial forecasts

Campbell circulated a cash flow forecast for the Town Team and also a financial plan for 2017-2023 as a framework to manage finances for the next five years. Discussion followed and members noted both reports. It was agreed that Rob would be invited to attend the meetings quarterly to provide a report. Gordon asked about how funds would be factored in to cover the cost of purchasing the giftcard online & it was clarified that £1000 would provide sufficient cover.

5. To receive an update on the Vibrant Malmesbury Projects

a) Virtual Malmesbury

Work for virtual Malmesbury is underway and the first tranche of work has been completed. Photos and information is being loaded onto the site. Campbell stated that drones would be flying over Malmesbury on the 25th September to collect imagery. Discussion followed that a press event could be held at The Old Bell at the launch and other local events could be included.

b) Malmesbury Giftcard

Lesley Wood circulated a working story board and frequently asked questions about the project so far which outlines the consumer & business benefits and will be available.

c) Signage

Sarah has requested a map of all the lamp posts in Malmesbury. Sarah will also seek quotes from companies for longer lamp post banners which will inevitably be more expensive but the budget already exists therefore fewer banners will be produced. Sarah also stated that whilst planning permission is not required, permission is and also 'Consent of Advertisement', Sarah hopes that the Town Team is able to act as agent to the Town Council and therefore receive a 50% discount on the Display of Advertisement Consent.

6. To receive and discuss the updated marketing and related support arrangements and future marketing plan.

Sarah introduced Lesley Wood of newly formed Malmesbury Marketing. Lesley stated that ongoing work included;

- Leading with communications on projects
- Giftcard
- Social Media
- Maintenance of the Discover Malmesbury website
- She will concentrate on sources of revenue
- Ensuring that The Old Bell Hotel receive value for money for their sponsorship

7. To discuss the progress being made by the Great West Way tourist initiative and the potential for Malmesbury to be involved in the project including direct and collaborative involvement by Malmesbury Town Team.

Campbell outlined the Great West Way initiative and the potential of becoming a destination ambassador. It has also been discussed at the Community & Town Promotion Committee and a meeting with Claire Margret of the Great West Way will take place on the 10th October, Lesley & Sarah expressed an interest in attending and it was agreed that the Town Team is keen to be involved but with no financial commitment.

8. Any other business

- Noting the Financial Plan, Gordon requested that financial support is sought from MTC before 2020. Campbell will put to the Council.
- Gordon stated that the cashflow looks favourable but the Town Team should maintain some input into the document, this could be achieved by appointing Rob Sneddon as Treasurer to the Town Team.
- Campbell notified the group that the Malmesbury against Plastics Festival will be taking place soon.
- Sarah wanted to highlight to the group that the Historical walks organised by Campbell have been a great success and that they are very well supported.
- Campbell also reported that the Town Council is progressing with Late Night Shopping and the Athelstan statue project is moving forwards.

Meeting closed at 8.50pm

Next meeting 7pm, 15th October 2018.