

Minutes of Town Team Meeting

Town Hall

Monday 28th January at 7pm

Present: Campbell Ritchie, Gavin Grant, John Sunderland, Gordon MacPherson, Rob Green, Ash Davies & Emily Small

Also present: Lesley Wood

1. Apologies:

Received from Sarah Wilde, Ash Scott, Rob Snedden & Mark Gardener.

Campbell moved the marketing item forwards

2. Marketing activity, including GWW initiative and next three months' plan.

Lesley circulated her marketing report which details all the work that has taken place recently and what is being worked towards. Gordon provided a document which listed the top four work streams for the Town Team;

- Main sponsor support & exposure
- On-going activity, KPI management & visibility
- Great West Way
- Projects; Malmesbury Gift Card, Discover Malmesbury & signage

Gordon asked if members wished to amend anything and to get any amendments to him by the weekend.

Gordon also asked if MTC would consider its position to support the Town Team. Lesley will send any Great West Way update to the Clerk for the C&TP Committee in future to keep them informed. The tender process for the marketing of Discover Malmesbury will take place in April.

3. To consider & approve Minutes from meeting 28th January 2019.

Sarah had produced the draft comment for the Aldi & Lidl discussion rather than Campbell. Minutes were approved by all.

4. To welcome MAP representative to the Town Team

Campbell welcomed Ash Davies to her first meeting of the Town Team as MAP representative. Ash stated that MAP will be screening the Plastic Ocean on the 28th March and hope to organise a 'plastic-free' picnic in the summer .

5. Update on legal status

Campbell had circulated a document which outlined the retail impact in Malmesbury that Aldi & Lidl would have. It was agreed that the Town Team should publish a formal statement on Planning Applications that affect the High Street. Sarah proposed that she will formulate a draft statement for comment but that Mark & Gavin will be excluded from discussion and approval will be made at the next meeting.

It was resolved to move the discussion on Lidl & Aldi to the last item so that Cllr Grant would leave the meeting

6. To receive an update on the Vibrant Malmesbury Projects:

- a) Discover Malmesbury: Money has now been received for the 2nd claim.
- b) Gift Card: The launch of the Gift Card will follow the establishment of the Town Team as a CIC. Miconex are also working towards a 'loyalty' stage with the card which could be considered in future.
- c) Signposting: progressing.

7. To receive an update from Wiltshire Councillor Gavin Grant.

Cllr Grant updated the group on several items;

- Wiltshire Council acknowledge that to impose parking charges in the Cross Hayes from 8am was incorrect and therefore withdrawn.
- Cllr Grant will request an amendment to the proposal by Wiltshire Council and withdraw the parking charges imposed on public holidays.
- Cllr Budgen of MTC & Cllr Grant had met with the Simons Group to discuss the steps at Waitrose, a proposal has been put forward and a response is awaited.
- The Local Government Boundary Commission consultation was discussed and Cllr Grant urged all members to comment on the proposal as individuals. It was also agreed to add it to the next agenda for the TT to formulate a comment for submission.

8. To receive an update from Malmesbury Town Councillor Campbell Ritchie.

Cllr Ritchie updated the group on several items;

- Quotes are being sought for the work on the Market Cross from qualified contractors.
- The work has been completed for a new sound and lighting system in the Town Hall
- The Town Council is looking into the provision of public toilets that will available outside the opening hours of the Town Hall.
- Wiltshire Council is speeding up the delegation of services & assets
- A meeting has taken place with the current designer of MTC website to discuss the re-design of the website.

9. To continue the discussion on the TT view on the Lidl & Aldi supermarket applications

Sarah had circulated a draft comment for the applications from Lidl & Aldi. The key points taken from the draft statement were that the GVA Retail Assessment was understated and made no

reference to the direct benefit of linked trips. It was agreed that the statement would be sent to Cllrs Grant & Thomson of Wiltshire Council for them to take forward as they feel appropriate.

Meeting closed at 9pm

Next meeting will take place on the 18th March 2019