

**Minutes of Town Team Meeting**

**Town Hall**

**Monday 20<sup>th</sup> January 2020**

**Present: Sarah Wilde, Chess Fearnley, John Sunderland, Campbell Ritchie, Gavin Grant, Gordon MacPherson, Ashton Scott, & Rob Snedden, Lesley Wood, Richard Spencer-Williams.**

**1. Apologies:**

Emily Small & Sarah Wilde

Campbell to follow up whether the Dyson Institute would like continuing representation.

**2. To consider & approve minutes from meeting held on the 16<sup>th</sup> December 2019**

The minutes were approved as a correct record.

**3. Update on financial matters**

- The latest grant claim from Vale Action is expected to be received soon.
- The gift card launch was positive – from launch on 6 Nov 2019 to 28 Jan 2020.
- Malmesbury Town Council has agreed a budget of £8000 towards the Town Teams running costs for 2020/21. It was recognised that the Town team (TT) will need to report relevant information to the Town Council as a result, and that a template outlining the format of how this should be discussed at the next meeting; including the impact of the Town Teams work. Some data is already being collected which will help this process.
- The Warden and Freeman (Kings Heath Trustees) have made a donation of £2,000 towards Explore Malmesbury
- The Civic Trust have transferred £2,000 of monies raised through Guide Walks to support the future running costs of Explore Malmesbury.

**4. Update on the Aldi s106 application**

An acknowledgment from Wiltshire Council of the Freedom of Information request made has been received, but there has been no other responses to date. Cllr Grant is to meet WC Cllrs Thompson

and Sturgis to discuss how they can progress the matter and will report back to the TT any progress made as a result. The aim is to ascertain why the original s106 decision has not been upheld.

**5. Update on general marketing activity, Great West Way initiative, overview for next three months marketing activity, and TT participation in Malmesbury Community Day on 8th Feb 2020**

Lesley Wood gave an overview of the marketing activity and Great West Way.

Opportunities to note are:

- The Turner is due to be on display in the Museum in late spring.
- The Old bell Hotel is celebrating its 800 yr. anniversary and is planning events to mark the occasion.
- Explore Malmesbury is scheduled to be up and running should be up and running for Easter.
- St Aldhelm's Day 2020 should be a significant event
- The Twinning Association is celebrating its 20<sup>th</sup> Anniversary.
- The Moravian Church has been nominated for a Conservation Award sponsored by Wiltshire Life?

Gift card

The Gift Card launch on 6 November was well received and sales continued well over Christmas with circ. 4k sales. The card needs ongoing marketing to ensure the continued uptake and profile of the card. The aim is to also grow the membership (who accept the card) over the year, which currently stands at 34 retailers and businesses.

Discover Malmesbury Website & Social Media

Monthly website maintenance, updates to plugins, addition and removal of events was completed. Regular posts made to DM social platforms proactively with reactions to comments completed.

### Great West Way

Their current marketing focus is digital through web-based activity and social media pages with the objective to continue to create wider awareness of the initiative in the UK, US and Netherlands. The MTC/MTT/Old Bell full page advert will be published in their new consumer magazine due out at the end of February 2020.

### Community Day

The Town Team will have a stall at the Community Day; this will be staffed by Lesley Wood and Sarah Wilde. The stand aims to promote the Town Team, the gift card and Explore Malmesbury. It was suggested that it may be worth using St Valentine's Day as a promotional opportunity for the gift card.

## **6. Update on the Vibrant Malmesbury Projects**

### **a. Explore Malmesbury**

The target launch date for Explore Malmesbury is the 6<sup>th</sup> April. An Introductory session for voluntary organisations was run last week. The target is to have 100+ locations and X3 trails up and running.

### **b. Malmesbury Gift card**

Going well. Process and system is working well.

X143 Sales have topped £4K which is a good start compared with other towns. Feedback has been very good too. Average sale £30 and we have seen some large sales up to £300.

Circa £1200 redeemed so far which is again a great start. Valentine's Day could boost sales.

**c.** The Rural Payments Agency inspected our overall progress and the details of all of 2019 our claims. The meeting went well, they were happy with what they found and there are no outstanding action points

## **7. Friday Market**

Ash Scott gave an update the Friday market. Footfall has been on the low side for the year. The market re-opens on the 7<sup>th</sup> February. Some new interest from potential stallholders, mainly artists and also charities. Bi-monthly (1st and 3<sup>rd</sup> week) markets are favoured by stall holders.

## **8. Malmesbury Against Plastics (MAP)**

Chess Fearnley reported MAP are very close to achieving Plastic Free Community status, but without one last push from organisations and community spaces around Malmesbury, then they are unlikely to be able to achieve what MAP set out to do. MAP are in contact with 5 more community spaces (the Museum, the Fire Station, Lea and Garsdon Church, St Mary's Hall and the Warden and Freeman) - which MAP will continue to encourage to sign up. MAP will stop pursuing the status by the end of February if they do not get the support from the community that they need. Cllr Gavin Grant has suggested three more contacts which we are pursuing including two churches in the town and Corston Village Hall (St Paul Without).

## **9. Community Day 8<sup>th</sup> February**

The event is proving successful and is at full capacity for stallholders.

## **10. To receive an update from Wiltshire Councillor Gavin Grant**

Cllr Grant reported he was due to meet Lee Burnham at Wiltshire Council to discuss the Gleeson's application for Land at Filands.

## **11. To receive an update from Malmesbury Town Councillor Campbell Ritchie**

Councillor Ritchie reported the Town Council were;

Challenging planning applications at Filands and Park Road.

The TIC upgrade work is underway.

The revamped MTC website is near completion.

Cross Hayes Toilets is moving ahead with a current completion date of 20.2.20.

St Aldhelms Day event is planned for the 25<sup>th</sup> May, with Professor Michael Winterbottom attending and launching a new book and Phil Harding from 'Time Team' visiting.

## **12. AOB**

Cllr Gavin Grant suggested the Town Team look at the idea of holding a food festival, (as happens in Calne and Devizes), made up off local food producers. It was noted that it would be good for a future meeting to invite the organiser of the Calne of Devizes festival along to share their experience.

Next meeting 7pm, 17<sup>th</sup> February 2020 at Malmesbury Town Hall