

**Town Team Meeting – Virtual –
Monday 17th August 2020 6:00pm
Minutes**

1. **Present** – Sarah Wilde, Campbell Ritchie, Cllr Gavin Grant, Gordon MacPherson, John Sunderland, Lesley Wood, Deputy Mayor Paul Smith.
2. **Apologies** – Chess Fernley, Ash Scott, Rob Snedden, Richard Spencer Williams
3. **Consider and Approve Minutes from meeting 20th July 2020**
The minutes of the meeting 22.6.20 were approved with amendments on attendance and Item 4 reporting. Updated agreed minutes attached.
4. **Update on TT financial matters, including sponsorship, COVID 19 contingency planning and marketing support**
Update to forecast to Mar 2022 based on latest COVID 19 related developments to be undertaken.
5. **Update of TT COVID 19 activity**
 - a. **Business calls and support information**
A retailer call was held on 29th July to update on High Street promotion plans. The plans promoting the Gift Card and Shop Local featuring local retailers were well received. Further calls to be dependent on updates being available on the next phase of High Street social distancing and Wiltshire Councils response to parking proposals.

A flyer promoting Shop Local designed by the TT and funded by MTC has been distributed to all houses in Malmesbury with the Jackdaw magazine. Thanks were noted to the Jackdaw delivery team.
 - b. **TT and MTC Task force:**
 - i. Regular discussions are continuing with Martin Rose, Highways and Victoria Moloney, Economic Development on options for the next phase of High Street social distancing.

- ii. The current installation requires scheduled maintenance - this is dependent on Wiltshire Council identifying further funding.
- iii. Subject to developing government and public health advice a longer term arrangement is being sought. This to include planters, more robust bollards, additional parking in Station Yard and by the Old Bell and more flexibility in the use of the Cross Hayes car park.
- iv. The availability of short term 'InBetween' leases for empty properties has been highlighted. Might be suitable for a short term click and collect operation.
- v. There is no progress yet on establishing a park and ride initiative from Station Yard because of the effect of social distancing requirements.
- vi. COVID 19 related marketing is covered in agenda item 7.

6. Update on the Aldi s106 application

CR reported the agreement had still not yet been finalised between Aldi and WC. Attempts are still being made by Malmesbury Town Council to have the decision making process reviewed by the Northern Area Planning Committee are continuing but with no signs of willing engagement from a majority of the members of NAPC. It is expected to be on the agenda of the NAPC meeting in September.

It was agreed that the Chair would write to Aldi seeking a meeting on a direct discussion for support for the TT.

7. Update on general marketing activity, Great West Way initiative, and overview of plans for the next six weeks not covered above.

LW updated the COVID 19 marketing initiative being undertaken as part of the High Street Recovery Plan

- a. The electronic campaign focusing on Shop Local and the Gift Card is being launched.
- b. An associated PR campaign is underway.
- c. Measuring the metrics of the campaign are being supported as part of a new UK High Street pilot.
- d. Banners to be placed by the Abbey and on railings by Priory Roundabout.
- e. New tower graphics to be received and installed shortly.

- f. A news letter has been issued to retailers. Positive responses are being received. There are some gaps in the circulation list and these will be addressed.
- g. It was agreed that face to face collection of trading information would continue and a rolling summary maintained where possible. This would include a direct effort to collect information in a template form to be drafted by GG from the eleven retailers who can offer comparisons between trading in Malmesbury and other towns.
- h. The set up of a closed retailer Facebook group is being supported.

8. Update on the Vibrant Malmesbury Projects

a. Explore Malmesbury

CR advised that the first phase of the test launch of Explore was running successfully and had enabled Carnival to run its 'Open Gardens' and the Scarecrow Trail, which would otherwise have been cancelled. The build of the Carnival content by the Carnival team worked as expected and the early feedback from user experience has been very positive. Some 'behind the scenes' minor tweaks have been identified and made. Information about Explore Malmesbury is now being displayed in the TIC. The fact Explore is a test phase is being clearly displayed. Build of content is continuing.

b. Malmesbury Gift card – including consideration of moving to Fully Managed service

Following a review of the information supplied by GMcF and the discussion at the previous meeting it was agreed to move to a fully managed service at the earliest reasonable opportunity.

c. Signage

Work is continuing on completing the signage project.

d. Overall

The TT has one final claim to make to Vale Action and this must be made by the end of the October.

9. To receive an update from Wiltshire Councillor Gavin Grant

Cllr Gavin Grant reported;

- WC's failure to provide a 5-year land supply is causing considerable concern. Further planning applications outside of the MNP are expected.
- WC finances continue to cause concern. This is being compounded by a lack of follow through on funding promises from central government.
- WC has submitted a small number of cycleway plans to government. These are focusing on the larger urban centres and have no direct impact for Malmesbury. Plans for a network centred on Malmesbury and improving links with other local settlements have been developed by Malmesbury Climate Action Network and have been agreed in principle by Malmesbury Town Council. These will be progressed through discussion with the relevant parishes and vis CATG.

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

Mayor Ritchie reported;

- a. The Town Hall is continuing to implement its re-opening plan. Cinema showings should start again in September.
- b. The new accessible public toilets in the Town Centre have opened. This is the completion of a major TT identified objective.
- c. He is working with the Dyson futures team to identify volunteering opportunities for Dyson employees. Interest has been received to work on Explore Malmesbury and footfall counting projects.
- d. Covid 19 Welfare support requirements have continued to reduce and operations are being scaled back accordingly.

11.AOB

- a. JS updated on the re-opening of the Abbey. He identified the need for additional stewards. CR confirmed these could be advertised on the new MTC volunteer board.
- b. GG proposed that the concept of 'Malmesbury Makers' – trialled at the start of re-opening the High Street - should be included in future plans for engaging with visitors to Malmesbury.

Next meeting 6:00pm 21st September 2020.