

Minutes of Town Team meeting Monday 18th May 2015
7pm at Front Room Marketing

Present: Gordon MacPherson, Sarah Wilde, Simon Killane, Kim Power, Ashton Scott, Mark Gardener, Katherine Gore, Franchesca Caton, Paul Chivers, Richard Fillis & Angela Roberts

Also present: Lisa Gore

1. Apologies Received: Margaret Lamb & Rob Green

2. Approve Minutes from last meeting.

Minutes approved from previous meeting of 20th April 2015.

It was agreed by all to bring the presentation forward from Front Room Marketing

A presentation followed from Lesley & John Wood of Front Room Marketing; highlighting brand values, the use of language, its influence and the writing and presentation for the website.

There was an opportunity for feedback and discussion ensued. A focus group or groups will take place to discuss and develop the Malmesbury Brand prior to final sign off.

3. Updates on Action register.

The action register was reviewed and updated

4. To receive payment record.

Clerk to confirm if payment has been made for the creative design & website project.

5. To receive an update on funding.

In the absence of Margaret Lamb, this was deferred to the next meeting.

6. Parking Update.

Gordon MacPherson has a meeting with Cllr John Gundry this week to discuss the joint agreement with Wilts Council to improve the parking usage in the Long stay car park. The proposal is that the Town Team funds 50% of a 2-hour free period (this will be in the region of £4,500 per year) and that Malmesbury Town Council will fund the remaining 50%. The agreement will be for a trial period of one year.

A detailed discussion followed on parking, the working relationship with the Town Council and its sub committees. The proposal to work jointly on parking and other initiatives will require a refreshed approach to communication. The Town Team has moved from the research stage and is now in the initial stages of implementation. The meeting was comfortable and agreed with the approach of reviewing the Terms of Reference and the format and responsibilities of the groups' members. The development on the detail of a longer -term business plan business plan continue and include passing responsibilities for various tasks to appoint individuals based on skills. E.G. Fund Raising. It was agreed to move forward with one appointed individual for communications. The approach adopted will embrace the guidance documents available from The Association of Town and City Management. A short moratorium on accepting new members on to the Town Team was agreed until the new structure is in place focussing on best skills in the best roles.

7. To receive an update on progress with a potential Market.

Good contact with Jack McLeod (the potential operator) and the submission of an application is imminent. Ash and Jack are also making enquiries with regard to possible traders for the market locally.

8. AOB.

Malmesbury Town Council proposed Gavin Grant as Town Council representative on the Town Team. The normal process of meeting with Gordon has been scheduled.

A discussion on the importance of Abbey Gardens in bringing valuable footfall to the town took place.

It was agreed that Gordon would meet with Rob Green to confirm the continuation of his contract, subject to his agreement to continue with the good work carried out to date.

Date of next meeting Monday 15th June 7pm

Meeting closed at 9.05pm