

Minutes of Town Team meeting Monday 20th July 2015
7pm at Malmesbury Town Hall

Present: Gordon MacPherson, Sarah Wilde, Kim Power, Ashton Scott, Paul Chivers, Gavin Grant, Richard Fillis, Katherine Gore, Angela Gilchrist-Roberts & Richard Walker Simon Killane

Also present: Lisa Gore

Gordon expressed congratulations to Ash for his exceptional contribution to the success of the Boondocks Festival

1. Apologies: Franchesca Caton, Fiona Orwin & Rob Green.

2. Approve Minutes from meeting 15th June 2015.

Minutes approved.

3. Update on Actions register.

Action Register noted by all. Clarification that actions in black type are complete and red are open.

4. Review Payment Record.

The record kept by the Clerk needs to be clarified with regard to VAT payments to balance with the Nominal Ledger managed by MTC.

Post meeting note. A reconciliation of net of Vat figures confirms both the expenditure report and the TC report balance.

5. Election of Richard Walker on to the Town Team.

Gordon proposed the election of Richard Walker on to the Town Team, Simon seconded the proposal and all agreed.

6. Town Guide update.

Paul, Rob & Fiona have worked with Front Room to produce a Town Guide, this will be A2 sized and folds down to A5. The guide will contain some historic information about Malmesbury and also details about the High Street, retailers, businesses & events in the town, an electronic version will also be available. The target date for publication is September this year. Gavin raised concerns about the previous Town Guide that was produced by Cotswold Media; some retailers paid for advertising space and the guide failed to materialise. Gavin would like retailers to be made aware that this is an entirely separate enterprise.

Sarah suggested obtaining feedback in a similar manner to the formulation of the logo and after discussion it was agreed we could gain feedback from individuals who attended the logo feedback sessions by email to shorten the process.

7. Holding web page update.

Gordon showed the leadership group a 35 second video, which will sit on the holding page. All **agreed** that it should be used and is very effective. The sign for the Artisan & Farmers' Market was also shown and the point was raised that it would be conducive to make reference to the Town Team (ie web address or email) to enable people to give feedback or a contact point for enquiries.

8. Brand Malmesbury – Final sign off.

All **agreed** that the work done so far has been excellent and that the 'Brand Malmesbury' is formally signed off.

9. Artisan Market update.

- Ash has engaged (on behalf of the Market Operator) an electrician. The electricity supply will be installed at the end of this week.
- The Mayor has been invited to open the first Market on the 31st July at 10am.
- A press release is being prepared for the launch of the Market.
- Gavin will meet with the Town Clerk to discuss the agreement between the operator and Wilts. Council as the TC is noted in the letter.
- The Market Operator has appointed a Market Manager.
- Sarah will co-ordinate posters in the shop windows etc.
- Ash will organise notification to the public of Market days with the purpose of keeping the parking spaces clear.

The purchase of signs at Boondocks (£60 plus vat) and 30 signs to be placed around Malmesbury (at just under £300 plus VAT) was **approved** by the meeting. 3 quotes were received and the lowest quote accepted.

10. Car Parking – joint venture with Malmesbury Town Council

Kim is currently engaging with Wiltshire Council and Malmesbury Town Council regarding the Car Parking agreement. A joint press release is being prepared to maximise awareness of the 2 hours' free parking. Wiltshire Council request that the need to acquire a ticket is highly publicised (even within the free period). MTC & the Town Team will work together to gain signage around the Town/Car Parks and then put forward proposals to Wiltshire Council with a view to funding assistance.

11. Funding update.

Kim met with 'Plain Action', there are stipulations of what can and cannot be applied for as funding opportunities. The legal status of the Town Team requires review if we are to make grant funding applications, this may necessitate legal advice. The sub group should prepare the options available for the group to review. This work links with the requirement to update the Terms of Reference.

12. Activity Tracker.

The Activity & Communications Plan was noted by all.

13. To discuss Late Night Shopping & Christmas Lights.

Gavin Grant stated that the item had also been on the Agenda for the Community & Town Promotion Committee of MTC and that MTC will oversee the booking of Stalls at the late night shopping, organise the road closure and will put up the Christmas Lights. All **agreed** that the Town Team could co-ordinate retailer activity and this will be tasked to Sarah, Richard Walker & Gavin. The likely date is the 4th December which Gavin is to confirm.

14. Front Room & Rob Green progress & next steps.

The contract for the project co-ordinator is due to end Mid July. It was **agreed** by all that Rob's contribution, as Project Co-ordinator has proven invaluable. In addition to working through his scheduled activities he has sourced a Market Operator and provided support in the Market planning and set up stages. His support over the last few months for The Chair was also noted and appreciated.

With Rob's input the sub group identified more detailed and lower level support is now required to move the Web Site and Town Guide forward. FrontRoom will allocate 2 weeks of staff support to the task of information gathering (cost £487.50 plus VAT) This was **approved** by the meeting.

It was **agreed** that Front Room Marketing will draw up a service contract agreement to provide support to the Town Team. Gordon will meet with Lesley Wood and submit a proposal for agreement.

15. Appointment of Chair, Joint Vice Chairs & Treasurer.

Gordon confirmed that he is to step down as Chair of the Town Team, due to business commitments, and wishes to remain active with the Leadership Group. Members of the Leadership Group were invited to forward any expressions of interest they may have in position of Chair, Vice Chair(s) or Treasurer before midday Monday 27th July. A short paper will be circulated and an extraordinary meeting arranged on 3rd August to elect the position of Chair, Vice Chair(s) and Treasurer. As the holiday season is upon us, it was agreed that members of the TT Leadership Group can vote by email with any supporting comments read out at the meeting.

Simon Killane expressed a vote of thanks to Gordon for his guidance and leadership the Town Team. Gordon responded with thanks to all the members for their support in his term as Chair.

Date of next meeting Monday 3rd August 7pm (Malmesbury Town Hall)

Meeting closed at 9.30pm