



**Town Team Meeting – Virtual –  
Monday 21<sup>st</sup> December 2020 6:00pm  
Minutes**

1. **Present** – Sarah Wilde, Campbell Ritchie, John Sunderland, Lesley Wood, Gordon MacPherson, Rob Sneddon, Ash Scott, Richard Spencer Williams
2. **Apologies** – Gavin Grant

Sarah Wilde opened the meeting extending the Town Teams gratitude to Gordon MacPherson for his contribution to the Town Team, and in particular in the helping to establish it at the outset.

**Consider and Approve Minutes from meeting 23<sup>rd</sup> November 2020**

The minutes of the meeting 19.10.20 were agreed and accepted as a true record.

3. **Update on TT financial matters, including sponsorship.**

CR presented an overview of the Town Team's financial projection for 2021. ( Refer to Report No 1). There is a need to raise an extra £6000 to sustain the current level of TT activity.

RS reported on the financial position as of November 2020 is as stated;

BBF: £6786

Income: £993

Expenditure: £3796

Balance Remaining £3632

4. **To agree marketing arrangement with Malmesbury Marketing to End March 2021. (Report 1)**

It was agreed to extend the MM agreement until the end of March 2021, and to allocate as outlined in Report 1, and to allocate an additional £500 to support the Shop Local campaign work in 2021.

5. **Update on TT COVID 19 Promotion activity**

LW reported on the promotional activity with a Christmas focus including the 'Feel Festive' Shop Local campaign work and the positive ITV coverage of this, the social media coverage of the Christmas Lights, Gift card promotion, free parking in Cross Hayes, and the 'Best Dressed Window' competition.

**6. To note discuss participation in the upcoming MTT meeting with MTC to discuss MTT and MTC co-ordination and collaboration opportunities for 2021.**

CR invited members of the Town Team to meet with the Town Council on the 4.2.21 to discuss partnership arrangements

**7. To note and discuss participation in the proposed Malmesbury Retailer and Small Business Summit being scheduled for February 2021.**

CR reported on the proposed 'Business Summit' planned for February 2021.

**8. Update on the Vibrant Malmesbury Projects**

a. **Explore Malmesbury** – CR reported work is ongoing to develop the Explore Malmesbury app in time for March/ Easter. Winchester University has agreed to continue support in assisting with the app's development.

**b. Malmesbury Giftcard:**

CR reported the invoicing has been sent out for November and December.

c. **Signage** – SW reported that the banner has been put up outside the Museum and that the other were now stored in the Town Hall ready for installation in the new year. The finger posts are still in production.

d. **Grant claim** – the Vale Action grant claim is in hand.

**9. To receive an update from Wiltshire Councillor Gavin Grant**

There was no update report.

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

CR informed the TT that the Town Clerk was leaving for another Town Clerk position at Marlborough Town Council.

Next meeting 6:00pm 18th January 2021.