



## **Malmesbury Town Team Meeting – Virtual**

**Monday 18<sup>th</sup> January 2021 6pm**

### **Minutes**

1. **Present** – Campbell Ritchie, Richard Spencer Williams, Sarah Wilde, John Sunderland, Rob Snedden, Gavin Grant, Helen King.

**Apologies** – Lesley Wood, Ash Scott

Campbell Ritchie opened the meeting by expressing gratitude on behalf of the team and Malmesbury to Sarah Wilde for her greatly valued work as Chair of the Town Team especially the annual Christmas Late Night Shopping event.

2. **Consider and Approve Minutes from TT meeting 21<sup>st</sup> December 2020**

The minutes of the meeting 21.12.20 were agreed and accepted as a true record.

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

CR presented an overview of sponsorship for the Town Team including; the Churchill sponsorship for 3 months (Dec, Jan, Feb) and the monies from Vale Action, both received 31<sup>st</sup> Dec 2020.

Invoicing is up to date.

The Old Bell sponsorship payment is outstanding for Dec 2020, they have been invoiced through to end of August 2021, Lesley Wood will follow this up.

RS report circulated the Treasurer's Accounts as of 31st December 2020 as stated below:

BBF: £6,786

Income: £6,438 \*

Expenditure: £4,751 \*

BTF £8,473

\*Income - Including £ 847 Malmesbury Gift Card sales

\*Expenditure - Including payment for Public Liability Insurance and registration with the Data Information Commissioners Office

RS noted the CIC Accounts need to be filed by 28<sup>th</sup> June 2021.

4. **To discuss and agree on next steps concerning the Town Team complaint to Wiltshire Council on matters relating to the Town Team ALDI s106 submission report.**

It was agreed to go forward with a complaint to Wiltshire Council requesting a review of the processes that were followed in the ALDI s106 submission and the decision making that took place.

CR reported that the next step is to discuss the MTT complaint with MTC Planning and Environment Committee and decide if the complaint will be progressed as a joint complaint together with MTC or go ahead from the TT alone.

**5. Update on TT COVID – 19 promotion activity.**

**a. 2020 Summary** -In LW's absence. CR reported on the promotional activity.

2020 promotions went well. There was a good level of participation in the Competitions. Retailers opened in December and had 'a bumper' December, in part as a result of a national 'Shop Local' push, but also aided by the TT initiatives.

**b. Q1 2021** – Churchill sponsorship will be used to replace 2020 street signage with 2021. These signs should be going up on Wednesday. Signage will be kept the same this year with the addition of a heart logo in part to promote Valentine's Day, but also going forward into Easter and beyond. The boards, banners and A3 signage will be updated.

LW is starting a Social Media campaign to promote the Gift Card for Valentine's day.

SW suggested we need to promote - Got a Gift Card, spend it.

GG commented that the Gift Card cannot yet be spent online. CR is meeting with the Gift Card provider and will raise this possibility.

JS noted that there is no obvious value on the card for the recipient to see and that this would be useful, also suggested the possibility of an iconic Malmesbury wrap to go with the actual card as an option.

CR reported that the Gift Card Retailer Renewal programme is underway.

There has been an extension of the expiry date on Malmesbury Gift Cards of 3 months to counter the effects of lockdown.

**6. Update on all other marketing activity, Great West Way initiative and an overview of priorities.**

CR noted that with the current COVID – 19 travel restrictions GWW will probably orientate to promote 'Staycation' tourism.

Work will continue with Instagram and social media campaigns.

Work to ensure that the Discover Malmesbury website is up to date will take place.

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

**a. Explore Malmesbury – pre-launch trial updates.**

CR reported that the public launch should take place at the end of March, though unsure as yet as to what form that will take. Lots of work has been going on with the 'Pub Trail' and the 'Abbey Trail'.

Dyson staff are continuing their support on a voluntary basis to maximise engagement and best capture feedback in this development programme.

Winchester University are continuing their work adding to the virtual content of Explore Malmesbury.

**b. Malmesbury Gift Card**

Reported in Item 3 & 5

**c. Signage**

CR reported that the new Museum signage is now in place.

SW reported a delay with signage from Rapid Sign and Fitzpatrick- Woolmer, due to lockdown, they will be doing a drive round to mark up posts to be used and the TT will check before the signs go up.

Exactly when signage will be put up will be discussed by CR & SW to decide on optimum timing.

**d. Grant claim**

CR reported the Vale Action grant has been paid. RPA inspectors may come to check progress, if they come before signage is installed we have evidence of the work in progress. Vale Action have signed off and there is a positive report about the Malmesbury grant on their website.

CR highlighted that the TT will need to report numbers by the end of 2022.

**8. To discuss key points on MTT view for 2021 priorities and activity in preparation for the MTT meeting with MTC on 4<sup>th</sup> Feb to discuss MTT and MTC co-ordination and collaboration for 2021.**

See attached report on agenda item 8.

With reference to point 3.4 – Updated Town Guide 2021/22 - CR reported that a grant application will be made to the Area Board for 50% of the cost of this by early February. JS commented on the report that in his view the status of MTT needs to be made more explicit in order to clarify its place. JS to send CR his thoughts.

CR's points were agreed to move forward with discussions with MTC.

GG & CR will be in the discussion with the Town Council to clarify and inform.

**9. To update progress towards the proposed Malmesbury Retailer and Small Business Summit being scheduled for February 2021.**

The summit was planned to take place by the end of February before Lockdown 3.

CR reported that he has been working closely with Emily from MTC they have invited a group of 10 retailers to generate ideas and run proposed plans by for feedback. This informal meeting will take place on Tuesday 26<sup>th</sup> January.

The aim is to achieve a collaborative effort with retailers. CR will report back.

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

Update from GG- 3 major new speculative applications for significant housing development. 2 for Park Road and 1 behind the Bloor development this is for 95/96 houses in addition to those scheduled 71 of which are on the Bloor site. Any one of these proposed developments would take us over the 2036 limit.

This is being discussed in the upcoming 1<sup>st</sup> Consultation on 2032- 2036 Wiltshire Local Plan, through which the Strategic Planning Team are seeking local input via this virtual discussion. Within the discussion there is virtually nothing considering the future of Malmesbury Town Centre.

GG informed the meeting that there are 2 current application requests for conversion of High Street for business use sites to domestic use.

GG expressed concerns about the sustainability of the High Street with government relaxation of planning rules and potential stripping out of town centre properties for small businesses and believes this is a major policy deficiency. GG expressed the view that the Town Team and businesses of the town need to be aware of these policy deficiencies.

GG informed the meeting that the remainder of the Aldi site should be B1 or B2 (retail is not in these categories), however there may be pressure to change these designations.

GG highlighted the need for a conversation with MTC and St Paul Without Parish Council about the needs of town centre businesses and the importance of holding tripartite discussions between TT / MTC /WC. and emphasised the need for a dialogue about strategic shape and a policy position on these issues to ensure a vibrant and viable high street.

GG was of the opinion that we need to ascertain who the landlords of commercial properties in Malmesbury town centre are.

SW noted that MTT has had this on the agenda and has a potential person in mind who could take a lead in ascertaining who owns/ who is the agent and how long the leases are of town centre commercial properties.

GG informed the meeting that there is a project budget in the new financial year for this work JS questioned if WC pay or searches at the Land Registry Office and suggested that if WC is involved in tripartite discussions the cost of searches could be avoided.

GG will check if WC pay for Land Registry searches.

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

CR referred to GG's report on planning matters in item 10.

CR informed the meeting that work continues with other councils about Neighbourhood Plans.

Lockdown 3 – We are now following a demand led model of support. The helpline has not been reinstated as needs have changed.

The Wiltshire Wellbeing Hub is providing support.

The Primary Care Centre has developed their own volunteer team, which MTC's help to set up. It is working well and have linked up with other groups

MTC Community call last week - Health Centre does need help with provision of befriending calls for the elderly and isolated and have linked up with the three providers of befriending support in the town and they are happy to support and now have a direct line with the Primary Care Centre.

CR commended the valuable work being done by HEALS to offer vital support to the most vulnerable in Malmesbury and the extended work of the Foodbank.

CR expressed the gratitude of MTT to Richard Spencer Williams for all his help and hard work with Malmesbury Town Team and commented that his moving on to his new job is a big loss for the town.

#### **12. AOB**

SW asked about resigning from the KICK –RS explained that he will take the names off at Companies House.

SW also suggested a specific High Street focussed event at the end of lockdown to bring people into the town centre – a bit like the Late Night Shopping event.

CR noted that there are a number of significant events planned for the town in May and that could be good timing.

**Next TT meeting 6pm -15<sup>th</sup> February 2021**