

**Town Team Meeting – Virtual –  
Monday 23<sup>rd</sup> November 2020 6:00pm  
Minutes**

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

**Consider and Approve Minutes from meeting 19<sup>th</sup> October 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.**

RS forwarded the financial overview prior to the meeting. The financial position as of October 2020 is as stated;

BBF:	£7681
Income:	£993
Expenditure:	£3796
Balance Remaining	£4878

CR updated on the Vale Action Grant and the final payment was expected in December.

4. **Update on plans for the TT strategic review**

SW presented an overview report of the status of the TT and outlined the key issues, and a number of options for the future of the TT. After consideration the consensus view was to aim to continue the TT, but to review its duties and tasks. It was agreed there is a need to look at its 'sustainability plan'. It was agreed that the TT should aim to maintain its commercial activity, as it was recognised the benefits and merits of these achievements to date. It was also noted that there was a financial risk if the TT were to end, and in particular in relation to the Vale Action grant.

**Agreed** (Proposed by SW, Seconded by GG)

1. To continue the TT in its current form as a CIC.
2. To recruit new members to bring added capacity and ensure sustainability.

3. CR to act as interim Chairperson until new members could be identified.

**Action** SW/GMcF/CR to do hand over meeting.

## **5. Update of TT COVID 19 activity**

- a. **Business calls and support information** – LW reported Facebook is currently being used as the main method to communicate to retailers.

- b. **TT and MTC Task force:**

**Re-opening of High Street** – CR gave an update on the High Street arrangements; some parking has been reinstated, and the new pole cones and planters were due to be installed in a weeks' time.

## **6. Update on general marketing activity, Great West Way initiative, and overview of priorities.**

LW gave an overview update report on the marketing work undertaken over the past month;

- Jason Durr has assisted in promotional marketing for the gift card
  - Dyson has adopted a corporate campaign to promote the gift card.
  - A3 'Giftcard' posters were ordered and due to be ready for distribution.
  - New banners for Waitrose and Abbey railings.
  - A positive review meeting between members of the TT and the GWW on the 16<sup>th</sup> November.
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- There has been a very positive social engagement across the Discover Malmesbury & Experience Malmesbury Facebook & Instagram social accounts with highlights of:
    - 43 posts with graphics/images/tags/hashtags created
    - 68.9% increase in Instagram engagement
    - 505% increase in Instagram content interactions
    - 119% increase in Facebook reach
    - 558% increase in Facebook post engagement

## **7. Update on the Aldi s106 application and ICO adjudication**

CR had drafted a response to WC on the s106 and ICO adjudication. 85k of CIL funds has been allocated to St Paul Malmesbury Without PC, despite initially being award to MTC.

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

a. **Explore Malmesbury** – CR reported that work was being progressed on the Abbey section.

### **b. Malmesbury Gift Card**

- There have been £450 receipts in the past four weeks.
- The focus has been on Christmas promotions
- The FMS is taking longer than hoped slowed by the lockdown.

### **c. Signage**

SW reported the banners and 'post-tabards' are ready to go subject to final images being agreed by all parties, and assurances from Atkins in respect of some locations.

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

GG reported;

- The Covid 19 status of Wiltshire.
- The focus of the Economic Development unit in processing business grants.
- The status of the 5yr land supply.

GG also raised the need for the TT to review its work and the overall status of the High Street in relation to the potential impact of the developments in the land adjacent to the Filands area of the town.

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

CR reported on the;

- Planning issues and the Neighbourhood Planning process / 5-year land supply issue.
- The MTC virtual event 'The Big Malmesbury Christmas Get Together' on the 28<sup>th</sup> November.
- MTC ongoing commitment to the GWW and the TT.
- The Town Hall recovery although with a hopeful start, was now on hold in November due to current Government restrictions.

## **11. AOB**

Next meeting 6:00pm 21st December 2020.