

**Town Team Meeting – Virtual –
Monday 19th October 2020 6:00pm
Minutes**

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

2. **Apologies -**

Consider and Approve Minutes from meeting 22nd September 2020

The minutes of the meeting 22.9.20 were agreed and accepted as a true record.

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

RS updated on the financial position as of October 2020, reporting;

BBF:	£17076
Income:	£0.00
Expenditure:	£9670
Balance Remaining	£7406

LW reported she had a meeting planned with Christophe Dumeige to clarify future sponsorship from the Old Bell Hotel.

4. **Update of TT COVID 19 activity**

- a. **Business calls and support information** – the business calls have stopped for the time being.

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

Re-opening of High Street – as at 19th October – RSW gave an overview update on the work with Wiltshire Council on the revised scheme for the High Street and parking. The aim is to see an improved scheme with some short-term parking in the High St, safe space for pedestrians where the pavement is narrow, better bollards for demarcation of each area and delivery bays, plus a parking offer combining of 30-minute parking in sections of the High St, and Abbey Row, plus a ‘free’ parking offer funded from MTC’s

allocation from WC. The process at the time of the meeting is in the hands of WC's Economic Development team pending guidance and advice from their procurement and legal teams.

5. Update on general marketing activity, Great West Way initiative, and overview of priorities.

LW gave an overview update report on;

- work the **marketing work** undertaken over the past month. There has been very positive social media engagement, encouraged by the 'shop local' campaign – Instagram 728 followers, Facebook 7255 people reached/ 1601 followers.
- **'Feel Festive/Shop Local/Spend Local'** marketing material.
- **Great West Way.** LW is exploring how the Malmesbury page could be updated. GG raised the question of why the links to Malmesbury were weak. It was agreed that more critical engagement with GWW was needed to ensure Malmesbury's profile. It was noted the GWW shared the Mayors Halloween Event.

6. Update on the Aldi s106 application and ICO adjudication

CR reported that MTC had received the WC information report on the back of the ICO adjudication that the Town Team should have received the report in August 2019. The merits of further address to WC on its due process surrounding this matter were discussed. It was noted the report had some factual inaccuracies and misrepresentations regarding the TT within it. It was also noted that having this report when requested in a timely way would have enabled the TT to influence the decision-making process in a more informed way. It was agreed there was merit in pressing this matter to ensure accountability in the future on other similar planning matters.

GG advised the TT were unlikely to get the legal process reviewed, but may be able to get the matter reviewed by WC's Overview and Scrutiny Committee. GG stated he would raise this matter with WC.

It was agreed the TT write to WC with a clear statement of the TT's /MTC's concerns.

7. Update on the Vibrant Malmesbury Projects

- a. **Explore Malmesbury** – CR gave an update on the trial. Generally, there is confidence in the app as developed to date.

- b. **Malmesbury Gift Card**

The focus has been on promotion with two new members.

- c. **Signage**

SW gave a progress report on the signage project work and shared examples of the signs for order. Proposed images were discussed and agreed for the banners; and these are to reflect the themes of 'discover' and 'vibrancy'. There are x12 banners in total. One is planned for the corner of the Town Hall to advertise the Museum. It was agreed the Museum should be consulted on the images used.

8. Setting up and undertaking a Strategic Review of future TT activity

SW and GMc reported they had started some initial work to share with the TT for comment and further consideration.

9. To receive an update from Wiltshire Councillor Gavin Grant

GG reported;

- the matter that has arisen as a result of the changes to the National Planning Framework and the expectations on a Local Authority in respect of the 5yr land supply; and the challenge this has presented to the Neighbourhood Planning process.
- On discussion exploring land at Filands for Educational use.
- Wiltshire Council's financial position which is significantly challenged.

10.To receive an update from Malmesbury Town Councillor Campbell

Ritchie

CR reported on the;

- work of Wiltshire alliance of Local Plans (WALP) and that WC were now engaged and working with them. Also, that MTC has a Neighbourhood Plan process at work but that it this challenged by the new Government guidelines which stand to undermined the ability to sustain a 'community voice' in the process.
- Virtual MTC Twinning event on the 25th September.

- Virtual Mayoral Halloween event 31st October

11. AOB

GMc reminded the TT that the tasks currently held by himself and also SW, as Chair, will need to be handed over to other members of the TT before the end of December.

Next meeting 6:00pm 16th November 2020.