

**Town Team Meeting – Virtual –
Monday 23st September 2020 6:00pm
Minutes**

1. **Present** – Sarah Wilde, Campbell Ritchie, John Sunderland, Rob Sneddon, Lesley Wood, Richard Spencer Williams
2. **Apologies** – Gavin Grant, Gordon MacPherson, Ash Scott
Emily Small- has resigned due to other commitments .
MCAN are at present no longer to offer a representative.
3. **Consider and Approve Minutes from meeting 17th August 2020**
The minutes of the meeting 17.8.20 were agreed and accepted as a true record.
4. **Update on TT financial matters, including sponsorship.**
RS updated on the financial position as of September 2020.
Income: £749
Expenditure: £1889
BBF: £17,076

The need to project and plan for 2021/22 was considered and recognised, notably the need to ensure current commitments and activities are supported. Further to this it was noted that sponsorship was needed to finance the current programme of work from May 2021.

5. **Update of TT COVID 19 activity**
 - a. **Business calls and support information**
 - There has been one business call since the last meeting, which was not greatly attended. The Town team has offered an ‘open invite’ to those retailers engaged so far, to continue communicating on the High Street or retail matters as needed.
 - The ‘Shop Local’ campaign has been well received. Attributed social media has generated around x40 conversations, and x500 posts. It was noted the social

media platforms used in this campaign were a good source of intelligence on levels and types of retailer engagement. It was also a good method to create new contacts. The overall feedback on the campaign has been very positive. Other methods of engagement were discussed to ensure accessibility, and it was agreed that a strategy for stakeholder management should be considered. LW suggested using a simple spreadsheet to facilitate and monitor this process.

- CR reported Emily Hepworth has agreed to act as a 'communication broker' with other High Street traders.

b. TT and MTC Task force:

i. Shop local and gift card promotion activity

LW reported that the campaign had moved forward significantly. Posters and flyers had been produced and distributed; the banners and bill board sign had been put up, for which the photo call had been well attended and seen some engagement from traders previously not engaged.

ii. Update on discussions with Wiltshire Council Economic Development Unit

CR reported it was an ongoing challenge to secure the level of engagement from WC needed support the High Street plans in a satisfactory way. Principle approval for the purchase of planters had been received.

iii. High Street next stages option overviews

It was generally agreed by those involved that the current Highways scheme had served its purpose in its current form, and needed further work and resources to firm it up and reinforce its integrity including;

- Better quality cones, complimented with planters
- A better parking offer in Cross Hayes, Station Yard, and outside the Old Bell Hotel, to offset the places lost on the high street
- Clearer loading bays on the left-hand side of the High Street
- Addition of several short stay parking spaces

CR has written to the Chief Executive of Wiltshire Council to

convey the situation and need to both improve but also make properly safe the current highways scheme. MTC is considering the matter on the 22.9.20, to review and Re-clarify its position.

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

LW updated on the marketing activity progressed. There had been a number of positive opportunities to promote the gift card, and there was evidence of visitor footfall.

RSW fed back a request he had received from a retailer for the TT to consider the diversity of their traders and ensure the marketing material reflects this is possible. It was noted and agreed that diversity was valued by the TT.

7. Update on the Aldi s106 application

SW wrote to Sarah Curnow (ALDI) who referred the matter to Simon Glover (Property Director ALDI). SW has also written to Simon Glover inviting ALDI to work with the TT.

CR reported that following the referral of the FOI matter to the ICO, WC had now supplied the information originally requested. It was agreed that the TT should now scrutinise the information sent, and call on support from expert advice if needed. JS offered to follow this up initially. It was agreed Cr should now write to the ICO to enquire why this material could not been offered in the first instance by WC, and if or what action was to be considered by the ICO.

8. Update on the Vibrant Malmesbury Projects

a. Explore Malmesbury

Open Gardens was launched via Explore Malmesbury app, and the Flying Monk Art trail has been added in support of local artists. Ways to capitalise on Explore Malmesbury over the Christmas period could be explored.

b. Malmesbury Gift Card:

The Malmesbury Gift Card has now moved to a fully managed service. Work has yet to be done to test out the retailer's appetite to renew their contracts. It was agreed that a four-

month extension be offered to existing cardholders due to the impact of the past few months.

c. Signage

SW reported; the fingerpost provider is holding their price as quoted previously. A meeting with Atkins to assess and agree use of the lampposts for the signs is scheduled for the 22.9.20. There may be an increase in the cost of the banners, for which the aim is to put them up at the end of October.

LW left the meeting.

4 Marketing support proposal to take effect 1st October

The matter of renewing the contract with Malmesbury Marketing was considered, as outlined in the report submitted by LW. The proposal as stated was agreed, with the amendment to offer a 4-month contract.

5 Setting up and undertaking a Strategic Review of future TT activity

SW raised the matter of needing to review the TT in the context of the future activity, and those involved. GMc has informed SW he will be resigning as a member of the TT and will be leaving the TT in December. Also, SW would like to step down as chair. With these factors in mind it was agreed it is a good time to review the TT and its scope of activity.

9. To receive an update from Wiltshire Councillor Gavin Grant

Cllr Grant was not present to report.

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

Mayor Ritchie reported;

- Planning issues remained a concern in respect of the Neighbourhood Plan.
- A virtual Twinning Event is scheduled for the 25th September
- There is a virtual Mayoral Charity Halloween event on 31st October
- The partnership with HEALS winds down at the end of September, but will 'remobilise' if needed
- The Town Hall recovery continues positively

11.AOB

JS reported the Abbey was seeing good footfall and that the picnic tables installed by MTC were working well in support of the Abbey's café.

Next meeting 6:00pm 19th October 2020.