

Malmesbury Town Team Update for MTC Full Council 19 November 2024

Malmesbury HUB: Unpacking Places meeting 4 Dec will be postponed as John (who manages Malmesbury HUB) can't attend for family reasons. Decision was made to invite all retailers and business to the rescheduled meeting as well as MTC CETP members. Comms will be sent out shortly with new date/agenda and include a short survey on 2024 sales/impact of events (for insights).

Early discussions on best use of funding available included directional boards showing where shops and businesses are located at Waitrose, big Co-op. St Aldhelm Mead and/or research on visiting patterns/markets development – to align with Graham Soult action plan.

LNS - graphics provided to HUB members and being shared on socials. Drea posting LNS event in wider area social groups, creating a paid for Ad campaign and videos of shops and hospitality for promotion leading up to 6 Dec. Best festive window judging 28 Nov, trophy presented 6 Dec. Festive windows press release being organised.

Great West Way: October Marketplace event at Blenheim Palace very successful with key tour operators interested including:

Beautiful Britain for small groups, to co-incide with LNS on 5 Dec 2025. Also stopovers for a Winston Churchill themed English tour.

Tailor Made Tours

Norman Allen Group Travel

Barbel Leon Private Tours

– all interested in small group visits for their clients.

GWW asked for status on coaches, arranging walking bespoke tours and prices, MTT following up – bearing in mind our limited facilities for coaches. GWW running a spring meet the press event, we confirmed our interest. Blenheim team are keen to explore further links with us. They turn away small weddings for example. We could also promote staying in Malmesbury with a visit to one of their many large-scale events.

Culture strategy: No update

eat:festival – Report prepared for MTC CETP discussion 14 November

Athelstan: Return of all finds takes place in March 2025 with talks and viewings. Early plans to link to Kingston's September coronation celebrations. Media coverage achieved included double page spread in Daily Mirror.

DM Website: Updates 'show and tell' will be booked for next MTT mtg

Signage: First presentation at MTC completed, more action to follow.

Student projects: Boom Satsuma RAU and Bath UNI very keen – details of projects tbc

Explorative Malmesbury/Tetbury Promotion meeting being held 14 Nov

Womad loss will impact town, including our children at the Thursday event. We'll aim to make keep as many connections as we can if the new location is still 'local'

David Drake will become a Director of MTT following his appointment to Chair, alongside Rob, Gavin & Campbell.

Explore Malmesbury being upgraded for security & hosting and reducing long term costs. Walk group meeting soon to discuss 2025 plans.

Cllr Lesley Crawford-Price

13 November 2024