

C&TP Meeting – March 2023

To agree how C&TP Committee can work in a complementary way with the Town Team and formulate a working group to progress

1. Purpose of the report

1.1 To provide background information to previous work on how C&TP Committee can work in a complementary way with the Town Team and formulate a working group to progress.

2. Background

2.1 CTP/21/15 Minute from 18th Feb 2021 C&TP Meeting:-

To agree how the C&TP Committee can work in a complementary way with the Town Team & formulate a working group to progress

Notes were circulated of the meeting between members of each group. It was agreed that there is a cross over in functions of both groups and that skills gaps between both groups needs to be identified to protect the Commercial & Economic Future of Malmesbury.

Cllr Ritchie will write to the Market Town Forum of Wiltshire Council to request the promised funding for regeneration of the High Street and to enquire about their current purpose.

It was resolved that all member of the Community and Town Promotion Committee will be on the Working Group and that all other Councillors will be invited to join.

2.2. See also attachment from C&TP/TT purpose and ways of working' working group meeting 23rd March 2021. In attendance: Cllrs Doody, Power, Ritchie, Vandelli

3. Proposal

3.1 Membership of working group is clarified and drafted terms of reference for amendment or approval.

4. Recommendation

4.1 As per proposal.

5. Financial implications

5.1 N/A.

Minutes from the 'C&TP/TT purpose and ways of working' working group
2pm Tuesday 23rd March 2021

Present: Catherine Doody, Kim Power, Campbell Ritchie, Fran Vandelli

We had no agenda but framed the intention of the meeting: In the first instance we wanted to identify the purpose of the Community and Town Promotions Committee in relation to our support for Malmesbury's businesses, retailers and services, particularly High Street businesses and in relation to our support for tourism and visitors to the town.

We agreed that this would be the first step towards understanding how we should/could be working in partnership with the Town Team. This will be the follow up to the current conversation.

We explored the question of our purpose in two ways:
By reviewing our stated outcomes in the 2018 business plan
By asking what a successful town and High Street looks like

Our current business plan objectives (as agreed in August 2018) are as follows:

- To enhance the appearance of the Town by organising floral displays including the Malmesbury in Bloom competition.
- To support and promote the success of retailers, producers and service providers based in Malmesbury and encourage the work of the Town Team.
- To promote the historic and cultural heritage of Malmesbury and its surroundings.
- To promote and make Malmesbury a great destination and experience for residents and national and international visitors and tourists.
- To organise community events for the enjoyment of residents and visitors.
- To maintain the Tourist Information Centre to provide information and advice to residents and visitors
- To encourage and support local community and voluntary organisations.
- To help to create a socially inclusive, sustainable, healthy and caring community which embraces all its residents, and which seeks to develop their well-being, knowledge, understanding and mutual co-operation.

The objectives remain sound and there doesn't appear to be a need to update them as things stand. The need was for more clarity about how we meet our objectives.

Current C&TP objective	How we are and might meet the objective
To support and promote the success of retailers, producers and service providers based in Malmesbury and encourage the work of the Town Team.	<ul style="list-style-type: none">• Help to increase the footfall on the High Street• Support with strategic thinking and being a conduit for information and links with WC, especially the Economic Development Group

	<ul style="list-style-type: none"> • Support the benchmarking of the High Street against other similar sized and/or economically successful towns. Ask WC how they are measuring success and what challenges they believe towns like ours will face • Get the retail and business community active in promoting the town – by supporting them on the issues that are important to them (e.g. rates and parking) • Encourage visitors to stay and spend money in Malmesbury • Improve our communications so that we have effective comms with all our audiences
<p>To promote and make Malmesbury a great destination and experience for residents and national and international visitors and tourists</p> <p><i>addition point here to include funding streams →</i></p>	<ul style="list-style-type: none"> • Ensure visitors have somewhere to sit and enjoy the town (picnic areas, etc) • Make sure the town is clean and tidy • Support businesses to improve shop fronts (e.g. by helping them get funding to improve the look/decoration) • Make sure toilets are open and operational • Promote the cultural heritage of the town to visitors and tourists • Encourage visitors to stay in town longer • Promotional leaflets/materials • Being part of tourist promotion drives like the Great West Way • Improve our communications so that we have effective comms with all our audiences
<p>To maintain the Tourist Information Centre to provide information and advice to residents and visitors</p>	<ul style="list-style-type: none"> • Continue with the improvements to the TiC • Improve our communications so that we have effective comms with all our audiences

What does an economically successful High Street look like?

- It's one where the retail and business community are active in promoting the town
- Where there are low numbers of vacant shops
- Where the High Street is a social opportunity – to stay and meet people
- Where we have independent businesses that make it resilient
- Where traders can get help with what's important to them
- Where traders are empowered to access information that will help their business (rent/rates/leases)

- Where traders collectively buy the services they need – energy, waste management, business advice, etc.
- It is attractive to visitors and shoppers
 - Somewhere to sit and eat (like Cloister Gdns)
 - It is clean and tidy
 - Toilets are open, working and clean
 - People can access the 2 hours free parking and then ride up into the town centre on a bus (e.g. park and ride)
 - There are cycle routes and taxis on hand
 - The shop fronts are attractive and well decorated and in good repair
- The cultural heritage is well promoted to draw in a tourist audience
- Visitors spend their money while they're here
- Visitors want to stay longer/visit more often

○ ✱ If this is our vision of success, the question then becomes how can we make these things happen, and do we have the right capabilities – particularly in relation to Public Relations and promotional expertise? I may be that we need to buy in some expert help, as has already been suggested. ✱

○ If there is agreement that our objectives remain the same, then our thinking must be about how we currently meet our objectives and how we can fill the gaps we have. Once we have our own 'house' in order, we can then explore how we work in partnership with the Town Team in future.

