

Marlborough Town Council



Town Promotion & Culture Committee

Minutes of a meeting of the Town Promotion & Culture Committee
held on Tuesday 31st March 2026 in the
Council Chamber, Marlborough Town Hall at 5.15pm

PRESENT	Councillor Emily Trow	Town Mayor/Vice Chair
	Councillor Mervyn Hall	
	Councillor Nicholas Fogg	
	Councillor Caroline Wrench	Chair
	Councillor Kim Wakeham	
	Clare Williams	Deputy Town Clerk

PUBLIC QUESTION TIME

There were no questions.

470/25 APOLOGIES

There were no apologies for absence.

471/25 DECLARATIONS OF INTEREST

Councillor Wrench declared an interest as a freelance contractor for The Parade Cinema. **Councillor Hall** declared an interest as a Trustee of The Merchants House and **Councillor Wakeham** declared an interest as she is writing a Conservation Management Plan for The Merchants House.

472/25 CHAIR'S ANNOUNCEMENTS

There were no announcements.

473/25 MINUTES

RESOLVED: that the minutes of the inaugural meeting of this committee, held on 17th February 2026 were confirmed as a true record and signed by the Chair

474/25 ACTION LOG

The actions were noted and as they all relate to Christmas lighting, they will be discussed in more detail at Agenda Item 8.

475/25 BUDGET REPORT MONTH 11

Members noted the budget report.

476/25 TOWN CENTRE CCTV SYSTEM

Members noted the update report. Discussions points included:

- The Town Mayor had a recent conversation with a member of our local community policing team who are very keen to see the new system up and running as quickly as possible.
- Whether Wiltshire Police have been able to resolve internal procedural issues to enable them to be able to login into the new system remotely as this would improve efficiency and enable greater access.
- Whether, when the new system is up and running, we can promote it locally to residents and businesses alike, raising awareness of enhanced community safety and alerting businesses to the improved scope and quality of the new cameras.

477/25 CHRISTMAS LIGHTING

Members noted the update report and the need for officers to re-visit those shops/businesses that had not yet responded. Discussions points included:

- Members passed on their thanks to the Youth Council for taking the time to discuss and propose their preferred Christmas lighting scheme/colours/designs etc. Their suggestions will be taken on board when the new scheme is being considered.
- The Chair suggested talking to the Youth Council to see if they would consider running a Christmas themed treasure hunt on the High St, similar to the Easter Egg Hunt organised by The Parade Cinema.
- Whether the shops and businesses could be approached to see if they were happy to contribute to the new lighting scheme.
- Whether to expand the new High St lighting scheme into the lanes and alleys that come off the High St – so that they feel part of the main scheme, to include:
 - Hughenden Yard/Little Hughenden
 - Hilliers Yard
 - The Parade (in the centre of the car park and along to the junction with London Rd)
 - Further up Kingsbury St (to take in the new shops)
- Whether our existing Christmas lighting budget would stretch to include an expansion (as above) and cover the costs for install/removal and storage with our existing contractors.
- If we were able to fund a new scheme and an expansion within the current budget, whether we could ask shops and businesses to play their part by dressing/lighting up their frontages, or even installing their own mini Christmas trees as Andrew's Butchers do, which look brilliant each year. It was noted that some shops already do this, but it would be good to encourage more to take part.

- Whether we invite shops and businesses along to a consultation event, when the time comes to consider the new lighting scheme, to share ideas and seek buy in.
- Whether a lease agreement for the new lighting scheme would allow for more flexibility in terms of being able to change style/designs at the end of each agreed term (potentially every 4 years).

RESOLVED: That indicative costs are obtained for a new lighting scheme based on the current set up/parameters, but with expansion into the lanes and alleys as discussed.

RESOLVED: that costs are obtained from our current electrical contractor for the installation, removal and storage of a new scheme (to include the expansion).

478/25 TOURISM

Members noted the report, which detailed existing memberships with Great West Way (GWW) and VisitWiltshire, the costs for both and the benefits they bring, and the amount of in-house tourism & promotion carried out by officers. Discussion points included:

- Whether we get value for money with our current memberships
- Whether we are maximising on the potential benefits on offer and if not seek to address this (resource permitting)
- Members were reminded that we no longer have a dedicated Tourism Officer, whose role was, in part, to work with these partners to maximise our exposure
- It was noted that we are entering the 3rd year of a 3-year agreement with GWW as Gateway Ambassadors
- Should this committee wish to upgrade our GWW membership, this would have significant budgetary implications and as such would have to be recommended to Finance & Policy in the first instance, for consideration in the 27/28 budget round
- There are potentially some meetings that could be attended by councillors. Cllrs Wrench and Wakeham could be available to attend ad-hoc meetings if officers were not able
- Which businesses/tourist attractions in Marlborough are signed up to these partnerships?
- Which other Town Council's are signed up to either or both partnerships?
- What is the reach within the travel trade?
- Marlborough used to be a regular stop off for coach trips, but these seem to be fewer of late, despite us having Coach Friendly Status
- It was noted that we have just recruited a new Information Officer Apprentice, who starts on 20th April and part of her role will be to positively promote the town and what it has to offer
- It was suggested that we could enhance our existing walking trails, by creating in-house, a history trail around the town, taking in some of our beautiful old buildings and alleys, along with historical facts and details. This could form part of the apprenticeship role, as a course-based project. Cllr Wakeham would be happy to support this project by helping with the narrative

- It was suggested that we should re-communicate our support to our local tourist attractions reminding them that we are here to support and help promote them, alerting them to this new committee, its role & remit

RESOLVED: that the Deputy Town Clerk does some research in to local memberships of the GWW and VisitWiltshire partnerships to include town councils signed up to either or both schemes.

RESOLVED: that the Deputy Town Clerk carries out a review of the benefits currently being utilised by the town council for both the GWW and VisitWiltshire.

RESOLVED: that the Deputy Town Clerk discusses with the staff team the possibility of creating an in-house history trail as part of the Information Officer apprenticeship work programme/course.

479/25

SEASONAL CHARITY POP-UP SHOP FOR CARDS FOR GOOD CAUSES

Members noted the request for help in identifying a suitable location for the relocation of a seasonal pop-up shop for 'Card for Good Causes'. Discussion points included:

- Vacant shops could be an option however this will be subject to re-letting and so a little unreliable.
- The Merchant's House shop unit which is currently unoccupied is a potential option but subject to re-letting, so again unreliable especially as the space would not be required until October. Suggest making an approach a little near the time.
- Whether they could occupy a market stall on the Weds and/or Sat markets.
- The Town Hall was suggested but discounted on the grounds that it would limit bookings from paid hirers, so this would not be financially viable.
- There are limited options in terms of spaces big enough to accommodate a pop-up shop.

RESOLVED: that the Deputy Town Clerk responds to the request, with a suggestion that an approach is made to the Merchant's House (and or other empty retail units on the High St) a little later in the year should they still be unoccupied.

480/25

MARLBOROUGH FESTIVALS & COMMUNITY EVENTS

Members considered what support could be provided by the Town Council to the organisers of large-scale community events and festivals. Discussions points included:

- To include Elcot Fest in the list of events
- The need to differentiate between community and commercial ventures
- How best to recognise and support those in the town to deliver these events for the benefit of all
- The Town Council currently supports organisers in a number of ways as follows:
 - Awarding small grants

- Helping to publicise and promote events in all manner of ways
- Sharing equipment (i.e. road closure signage/barriers/bollards etc.)
- Guidance and support with applications to Wiltshire Council for various permissions
- Councillor support in terms of volunteering at events etc.
- Offering up the town hall railings for publicity banners etc.
- It was noted that all of the events listed in the report are well-established, well-organised events who reach out if required but are generally self-sustaining.
- Whether we should offer up an opportunity for all these groups to get together, share experiences, ask questions, flag issues, share equipment/resources/volunteers etc. and what that forum might look like.
- Whether it was too late to organise something in the spring, as most/many will be well into the planning stages already. Some are already planning for 2027.
- Whether as an alternative we host a networking event at the end of the event season, around October time maybe, to give everyone an opportunity to come together, share feedback from their events etc.

RESOLVED: that the Deputy Town Clerk, in liaison with the Town Clerk, works up a proposed format for a networking event/forum later in the year and brings this back to the next meeting.

The meeting closed at 6.30pm.

Signed:
Chair

Date: