

# Marlborough Town Council



## Town Promotion & Culture Committee

### Minutes of a meeting of the Town Promotion & Culture Committee held on Tuesday 17<sup>th</sup> February 2026 in the Council Chamber, Marlborough Town Hall at 7pm

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<b>PRESENT</b>	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
<b>ALSO PRESENT</b>	Neil Goodwin	Marlborough.News

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#### **PUBLIC QUESTION TIME**

**Neil Goodwin** asked the committee for some clarity around the scope and remit of this new committee. Members confirmed that the purpose of this committee is to support and promote the town and the events that take place here, encourage tourism and further positive engagement with residents and businesses alike.

#### **387/25 ELECT A CHAIR**

It was proposed by **Councillor Fogg**, seconded by the **Town Mayor, Councillor Trow** and UNANIMOUSLY RESOLVED to elect **Councillor Wrench** as Chair of the Town Promotion & Culture Committee.

#### **388/25 ELECT A VICE CHAIR**

It was proposed by **Councillor Wrench**, seconded by **Councillor Hall** and UNANIMOUSLY RESOLVED to elect **Councillor Trow** as Vice Chair of the Town Promotion & Culture Committee.

#### **389/25 APOLOGIES**

Apologies for absence were received from **Councillor Farrell**. **Councillor Farrell** has also confirmed that she is unable to be a part of this committee going forward.

#### **390/25 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.

### **391/25 SCHEME OF DELEGATION**

Members noted the Scheme of Delegation adding the following comments:

- There are lots of well-established community events and assets in Marlborough which include music and literary festivals, The Merchants House etc. all organised or run by volunteers.
- These existing groups of volunteers need support and guidance to put on safe and well managed events in the town.
- Is there a pool of equipment we could offer up to enable these events to happen i.e. traffic cones, barriers, road closure signage etc.
- It was noted that the Town Council already support and provide The Parade Cinema with the necessary equipment they need for their festival road closure.
- Whether we should be reaching out to all the groups who organise large-scale community events and festivals to offer support.
- Whether we should produce a guide for these groups to explain what they need to consider when organising a large community event.
- Whether we should be signposting people to Marlborough, promoting our town in support of the local economy/developing tourism.
- Whether we should seek sponsorship and funding opportunities from outside sources
- Our membership with the Great West Way is currently underutilised and we should look to maximise its potential for the benefit of the town.
- Whether we should seek buy in from local businesses in terms of CCTV
- Whether the current staffing resource/budget can accommodate an increase in workload/projects.

### **392/25 BUDGET RESPONSIBILITY**

Members noted the budget lines this committee will be responsible for, essentially a budget within the Finance & Policy Committee budget.

### **393/25 BUDGET REPORT**

Members noted the budget report.

### **394/25 TOWN CENTRE CCTV SYSTEM**

Members noted the update report. The Deputy Town Clerk went on to update on progress since the initial planning meeting and site visit held with Smart Integrated Solutions, our new contractors on 11<sup>th</sup> February 2026. Smart are in the process of developing a network map, which will detail how the system operates together with a breakdown of actions that they will undertake first. Further updates will follow as this work progresses.

### **395/25 CHRISTMAS LIGHTING INFRASTRUCTURE UPGRADE**

Members noted the report and the work required as part of the infrastructure upgrade in terms of formalising agreements and gaining permissions from all shops and businesses who play a part in the existing festive lighting scheme.

Members went on to discuss in more detail an upgrade of the lighting scheme itself, on completion of the infrastructure upgrade, comments as follows:

- Whether we should look to expand the current scheme into the alleys and yards and further down The Parade (budget allowing).
- Hungerford's festive scheme includes small lit Christmas trees mounted on to the shop fronts along the High St. Could we do something similar? *Contact to be made with Hungerford Town Council to understand the process.*
- It was suggested that we approach City Dressings, the event company we used to help us 'dress' our High Street for the Coronation & Platinum Jubilee High St Parties as they may have some ideas and suggestions around festive decoration. *Contact to be made.*
- Whether we should seek support from the shops and businesses to evolve the festive lighting in the town to include the trees on frontages.
- When the time comes for us to consider a new lighting scheme, we need to consult widely with shops, businesses and residents, running a survey or similar.
- It was noted that the Youth Council will be asked their views on a new scheme going forward. Their views will form part of the consultation process.
- Members were reminded that on completion of the infrastructure upgrade we are still limited in terms of what we can physically do with regards a new scheme for the High St, due to its width and lack of existing lighting columns on either side of the High St. We will need to explain the limitations in order to manage expectations when we consult.
- Research is needed into other towns with wide High Streets, such as Thame, & Stockton-on-Tees to see how they manage their schemes.
- If time prohibits us getting a new scheme up and running this year, could we not simply change the colour of our existing LED bulbs to create a different colour scheme in the interim.
- Whether we should consider bringing back the Victorian Christmas Shopping Evening, which was a big success and was well supported by shops & businesses.
- It was noted that, further down the line, following extensive consultation with the public and when a final design is chosen by this committee, it will still need to be recommended to Full Council for final resolution.

### **396/25 FUTURE AGENDA ITEMS**

The following items will be included on the agenda for the next meeting:

- Support for organisers of large-scale community events & festivals
- CCTV - Update
- Christmas Lighting - Update
- Existing Tourism Partnerships

The next meeting will be held on **Tuesday 31<sup>st</sup> March** at the slightly earlier time of **5.15pm** in the Council Chamber of the Town Hall.

The meeting closed at **7.45pm**

Signed: .....

Chair

Date: .....