

Marlborough Town Council



Town Promotion & Culture Committee

Minutes of a meeting of the Town Promotion & Culture Committee
held on Tuesday 16th June 2026 in the
Council Chamber, Marlborough Town Hall at 5.30pm

PRESENT	Councillor Mark Luson	Town Mayor
	Councillor Caroline Wrench	Chair
	Councillor Kim Wakeham	
	Councillor Kymee Cleasby	
	Clare Williams	Deputy Town Clerk

PUBLIC QUESTION TIME

There were no members of the public present.

53/26

APOLOGIES

Apologies were received from Councillor Fogg.

54/26

DECLARATIONS OF INTEREST

Councillor Wrench declared an interest as a freelance contractor for The Parade Cinema and **Councillor Wakeham** declared an interest as she is writing a Conservation Management Plan for The Merchants House and is a member of the Victorian Cemetery Project Group.

55/26

CHAIR'S ANNOUNCEMENTS

The Chair shared details of Pride 2026, a new event of its kind, taking place in Marlborough on Wednesday 24th June. The Town Mayor confirmed he has been invited and is attending and Cllr Cleasby is supporting the organisers of this event behind the scenes.

56/26

MINUTES

RESOLVED: that the minutes of the meeting of this committee, held on 31st March 2026 were confirmed as a true record and signed by the Chair

57/26 ACTION LOG

The actions were noted and updates will be provided under the relevant Agenda Items.

58/26 BUDGET REPORT MONTH 2

Members noted the budget report.

59/26 TOWN CENTRE CCTV SYSTEM

Members noted the update report and despite the challenges with the High Street cameras were happy to see progress being made in other areas.

60/26 CHRISTMAS LIGHTING

Members noted the update report. Discussions points included:

- The Chair confirmed that the Youth Council discussed a Christmas town trail at their recent meeting and had lots of ideas but deferred it to the Parade Cinema to physically run the event, as they have experience in this type of children's activity. Cllr Cleasby was happy to share ideas also, as she ran her own treasure hunt recently and had engaged with shops and businesses on the High Street who were very supportive.
- Members were pleased that the permissions from shop owners for the electrical infrastructure upgrade, were almost complete and that the works can begin sometime later in the summer, noting that this is a necessary requirement before we can move forward with a new lighting scheme.

Members discussed the options presented in the report, proposals for a new scheme and existing budgets limitations. Discussion points included:

- Whether corporate sponsorship could be sought to support a new Christmas lighting scheme going forward
- Whether we could work up a sponsorship package before approaching shops and businesses outlining the potential benefits to them
- Whether the Town Mayor could host a reception in the Town Hall for sponsors on the night of the Christmas lights switch on
- Whether we have enough time and/or resource to seek sponsorship should we decide to go ahead with a new scheme for this year
- Whether we should rely on sponsorship, which is not yet known, or whether we should seek additional budget in the first instance and make savings if sponsorship is secured
- Should we enter into a 4-year lease agreement this year, based on the existing budget and potential savings which could be made, we could fund Year 1 of a new lighting scheme based on the existing scheme only
- Consideration needs to be given to increasing the budget for the subsequent three years of any lease agreement
- Should we proceed with a replacement of the existing scheme this year, the other areas would still be illuminated with the original white festoon lights

- Members noted that the next meeting of the Finance & Policy Committee is on 20th July 2026 and that any budget recommendations to enable a new scheme to progress this year, would need to go to this committee for approval (and subsequent recommendation to Full Council)
- Members agreed that a new lighting scheme with ‘warm white’ lights would be a very welcome change to the existing lights and more fitting within the historic High Street setting
- It was noted that the Youth Council when consulted consistently supported a ‘warm white’ theme
- Members were reminded that the design/style of any proposed lighting scheme would need to be approved by Full Council and that the next meeting is on 7th September 2026
- Whether this would enable officers adequate time to confirm an order with the supplier for installation in November 2026
- Whether to call an extraordinary meeting of this committee to finalise details of the proposed design before recommending to Full Council in September

RESOLVED: to recommend to the Finance & Policy Committee at its meeting on 20th July 2026, an increase of £12,000 in the Christmas Lighting budget for 2027/28 and beyond as outlined in Option B (to cover the existing scheme and extended areas where possible) – as a prelude to the usual budget setting process.

RESOLVED: That the Deputy Town Clerk finalises a ‘warm white’ design scheme with the supplier, seeking financial savings where possible, for recommendation to Full Council on 7th September 2026.

61/26

TOURISM

Members noted the information within the report and the related appendix.

Discussion points included:

- Whether there is any opportunity for councillors to support the tourism work currently being undertaken in house
- Whether the Marlborough ‘town tab’ on the VisitWiltshire website which takes users to the tourism page on our own website at a cost of £750 per annum, demonstrates good value for money
- Members were impressed with the statistics presented in relation to hits on our own VisitMarlborough Instagram page and our website and extended their thanks to officers involved in the day-to-day publicity and promotion of Marlborough
- Members noted the levels of memberships other towns and parishes in Wiltshire are signed up to for both VisitWiltshire (one level of membership only) and Great West Way
- Members noted the levels of memberships for the town council for both and were happy to maintain the status quo for the time being

RESOLVED: to unsubscribe from the town tab feature on the VisitWiltshire website going forward, making a saving of £750 per annum + VAT.

62/26

MARLBOROUGH FESTIVALS & COMMUNITY EVENTS

Members discussed the proposed date and format for a networking/forum for the organisers of large-scale community events and festivals. Discussion points included:

- Whether the invitation list could be extended to include and recognise the work carried out by the local schools and other club/groups and organisations that put on smaller scale events in the town
- That the event should be ‘informally formal’ with some structure at the beginning to set the tone (30 mins) followed by informal networking, drinks and nibbles:
- Ideas as follows:
 - A welcome and introduction by the Town Mayor
 - An opportunity for a member of the Town Promotion & Culture committee to talk about this new committee, how it evolved and its role and remit
 - Whether to collate photos and short videos from the many town events and present this on the big screen
 - Whether we invite organisers of some of the larger events to feedback on their event this year, highlighting successes and sharing ideas to inspire others
 - Whether to extend the evening to run from 6pm – 8pm, as an hour may not be long enough to make it a worthwhile exercise
 - To gather feedback from those present on the evening, to see if they found it valuable
 - Members discussed a name for the event, and many ideas were batted around but not agreed at the meeting. Members to forward any further suggestions they have to the Deputy Town Clerk by email.

RESOLVED: That the Deputy Town Clerk works up the ideas discussed above, circulates a proposed guest list (to members by email) and provides an update at the next meeting.

63/26

GIGABIT BROADBAND VOUCHER SCHEME (GBVS)

Members noted the communication received from Wiltshire Council and agreed to support and help to promote the scheme, noting our resources are limited in terms of being able to engage directly with the 169 potentially affected premises in the Marlborough parish.

RESOLVED: To promote the Gigabit Broadband Voucher Scheme on the town council website and socials, with a plea for friends and neighbours to signpost the information to those who might be eligible but not aware of the scheme.

The meeting closed at 6.35pm

Signed:
Chair

Date: