

**Minutes of the Wilton Town Team meeting held on 18th July at 7.30pm in the
Town Council Chamber**

Present

Deb Beeson (A.O.N.B.)

Sally Bowers (Historical researcher at the Institute of Commercial Management)

David Corp (Wilton Shopping Village)

Peter Edge (Wiltshire Councillor, Wilton & Lower Wylie)

Johnathan Green (Wilton Baptist Church)

Mark Groves (Wilton Estate)

Phil Matthews (Mayor of Wilton)

Peter Newell (Wilton Parish Church)

Susan Nunn (Wilton Carnival Committee)

David Parker (Chairman, Wilton & District Business Chamber)

Catherine Purves (Town Clerk)

Ken Taylor (Chairman, Wilton Community Land Trust)

Mark Wood (Wilton Parish Church)

David von Zeffman Chairman (President, Wilton & District Business Chamber)

1. Chairman's welcome & apologies

David von Zeffman welcomed all to the meeting, and introduced Sally Bowers from the Institute of Commercial Management, who was involved with creating heritage trails in Christchurch, and had offered to assist in helping in Wilton. Apologies were noted from **Stephen Harris** (Wilts Council Community Area Manager), Jackie Neylon (Pembroke Arms) and **Andy Rhind –Tutt** (Wilton Rotary).

2. Approval of minutes and matters arising

Minutes - the minutes of the previous meeting were approved as a correct record.

Matters arising – there were no specific matters arising, but David Parker asked that a vote of thanks to the Town Clerk be recorded for her help and support in the creation of the Town Team.

3. Reports on:

- *Wilton in Bloom* – David Parker reported that there had been a reasonable number of entries with good displays, bearing in mind the event had not been held the previous year. Linda Martin who, with the assistance of Maureen von Zeffman, had planted the displays in the Market Square and had judged the competition entries, intended that a number of local gardens be open to the public next year, alongside the competition, with a small entry fee charged, which would be donated to charity.
- *Community Carnival* – Susan Nunn reported on a hugely successful carnival which this year had been held at Wilton Shopping Village, but both she and Gary felt that the event had grown too large for just two people to undertake without much more support.

- They thought that delegation to an active committee and/or a division of labour would be needed for next year. There was some discussion as to whether the carnival might be permanently located at WSV, with the carnival procession revived and starting from the Community Centre.
- DvZ asked the Community Carnival Committee to consider holding the Carnival on the Saturday at the WSV, with the Big Lunch on Sunday at Castle Meadow. He suggested that delegating specific tasks across the 2-day event might be the most effective means of reducing the burden on Gary and Susan. This is, of course, a matter for the Community Carnival Committee to decide at the October AGM.
- *Rotary Events* – in Andy Rhind-Tutt's absence, Mark Groves was able to report that the Rotary Car Boot Sale would take place on Bank Holiday Monday, 26th August and, at DvZ's request, on the strong links between Wilton Rotary/Wilton Estate/Stars Appeal. He also advised those present about the Horse Trials on 26th/27th July and the Super Cars event on 4th August. DvZ asked if the Town Team could be kept informed of events organised to replace the opera and concert events, as members would be happy to disseminate information and to assist in ensuring that the local public were made aware of the extent to which the Wilton House and Estate engaged with and supported the community.
- *Christmas Tree Lighting Ceremony* – all agreed that the basis is there for a really good community event, but it was felt that it had evolved rather than been consciously organised. As such, it was felt that it could now benefit from a more structured approach. The need for a good, reliable sound system should be resolved early on, and Mark Wood strongly recommended using the provider who operated the sound system two years ago. Additional tree lights are required, and consideration should be given to lights along West Street in a standardised design. The Town Council will drive this, forming a committee to steer the event. It was hoped that Andy Rhind-Tutt would confirm at an early date that the Rotary would organise again the Sponsor a Christmas Tree Light Bulb scheme this year.
- *Forthcoming Business Chamber events and Town Team support* –David von Zeffman reported that the Business Chamber had manned a stall at the recent Carnival, taken 6 months of advertising in Valley News and had hosted successful breakfast meetings in the Pembroke Arms.
- He urged members to support the forthcoming Chamber events – all aimed at promoting both the business and wider Wilton community:-
 - 6th September - Business Chamber lunch at the Pembroke Arms Hotel from 12.30pm to 2.00pm when Julie Girling MEP will be the guest speaker.

- 16th September – a FREE Business Chamber evening event (7-9pm at the Michael Herbert hall) - “Meet the Neighbours” with members of the Chambers/Business Associations from Gillingham, Mere, Shaftesbury and Tisbury, as well as the Wilton Community Area. Guest Speaker; Ros Liddington, Wilton House.
 - 26th October – Expo at either Michael Herbert Hall or, perhaps, at the former Erskine barracks site, open to the public, to showcase Wilton in general not just the businesses. To be financed by funds already granted by the Area Board and, subject to Redrow Homes making the site available and representatives being free to talk to/meet stakeholders who had been unable to attend the “open house” on the site. Held on the day of the Carnival. KT thought that work would already have commenced by that date: DC suggested that Wilton Shopping Village might be available as a venue.
 - Also in October, a lunch with council leader Jane Scott and Isobel Brown (from the Swindon and Wiltshire Local Enterprise Partnership) as guest speakers. Date to be confirmed.
- DvZ emphasised the importance of Team members supporting and attending these events, in order to continue raising the profile of Wilton.

4. Presentation by Sally Bowers

- Sally Bowers advised that she had been in post for two years, with the brief to use the History Society to promote Christchurch and build its tourism by highlighting the different historical aspects of the town. Different walks around the town had been developed, and bus tours had been introduced this year around Dorset and the more generalised “lesser known” Wessex area. If a town trail is to be developed, we need to identify what groups it should appeal to.
- Sally noted that Wilton House was a good draw for Wilton, but that people needed a nudge to bring them into the town, which in itself seems drab, but has wonderful architecture, and the surrounding countryside is wonderful.
- A town trail should have various points of interest – perhaps the Wilton Historical society could be involved. She had seen DvZ’s plans for a core trail, with optional extensions at either end to St John’s Almshouses and St Peter’s Fugglestone, and “traditional” look of the associated leaflets and offered to assist in the production.
- Footprints on pavements were a possibility, and signs on posts would be required for the older age group, with apps for the younger, more technically savvy age group.

- Museum – a short discussion followed about the need for a museum, as the history and artefacts are present, but comments were raised about the appetite for such a project, its cost, the venue and the need to find and retain volunteers to run it.

5. Update from the Area of Outstanding Natural Beauty

- Deb Beeson reported that the funding for her sustainable rural tourism project was coming to an end in October, and she was tying up loose ends.
- Many networking sessions and training events had been held, and over 160 businesses had attended. Customer care had been a priority, and businesses from across the AONB and from as far as Chippenham had attended, demonstrating the need for such events.
- The next training event would concentrate on welcoming visitors with disabilities. Others had focussed on walkers, cyclists and international visitors.
- 10 new walking and cycling trails had been developed, and all had received a positive response, although more testers and feedback was required, particularly the cycling route starting at Wilton shopping village into the Chalke valley.
- The trails were based on existing legal rights of way, as to use other tracks raised issues with landowners and about maintenance.
- A new website was being developed “Discover Nadder” which would collate all the information required, and would appeal particularly to international visitors, especially walkers. It would also be a free marketing opportunity for all Nadder based businesses, not just the accommodation orientated ones.
- The project had been designed to continue after Debs’ departure, but concern was expressed about how the AONB was to be represented on the Town team after Deb’s departure.
- DvZ thanked Deb for her commitment to the project and her input to the Team.

6. Update from the Wiltshire Community Land Trust

- Ken Taylor reported that an extensive consultation exercise had taken place at Wilton Carnival, and the responses were being analysed at present, with feedback being given to the public by means of a bulletin at the end of July, and further workshops would be held on the basis of further consultation required.
- It was noted that the business community needs to be consulted, and it was suggested holding a twilight session on Tuesday 13th August from 4.30pm to 6.00pm with the business community, leading on to a more general discussion with the Town Council, thereafter. KT undertook to confirm the date asap, in order to give attendees due notice.

7. Swindon & Wiltshire Local Transport Body and Wilton Station

- David von Zeffman advised that as a consequence of Localism, the Department of Transport had allocated £17m to the SWLTB over 4 years to identify 3 or 4 deliverable projects from a shortlist of 10 for Wiltshire and 10 for Swindon.
- The SWLTB had identified 20 such projects, which had now been categorised into three groups – prioritised schemes (with a robust business case now needed), a contingency group (with an outline business case now required), and an “also ran”, provisional group (which now require a robust, strategic outline business case) .
- Wilts Council’s (and SWLTB member) Fleur de Rhe Phillipe, Cabinet Member for Transport, had stated that deliverability was the most important factor, in order to support the credibility of the newly-formed Transport Body.
- Swindon BC’s Ian Tucker had indicated that Network Rail’s concerns were based around finance – or the lack of it - as NR had no spare funds. If private money/sponsorship could be raised, then NR would consider it, DvZ advised.
- DvZ also advised that the close proximity of the proposed Wilton station to Salisbury was not considered a problem, as Chandlers Ford station, only some 2.5 miles from Southampton Parkway, had been re-opened and dealt with 250,000 passengers annually.
- DvZ thanked all those members who had sent to the SWLTB, letters of support for the re-opening of the stations(s).
- It was noted that over 400 people had responded positively to an ad hoc petition circulated at the carnival, thus demonstrating the extent of local support for the project. DvZ advised that the limit on the number signing – in only 1hr 30 - had been the fact that he had only prepared 2 clipboards and that they had run out of sheets!

8 Neighbourhood Planning

- Catherine Purves reported that the Town Council hoped to hold an informal meeting on 30th July, concerning the possible development of a Neighbourhood Plan and those present who were interested were most welcome to attend. She was gathering information from fellow Wiltshire Clerks of their Councils’ experiences so far in order to compile a report for the Council, and had invited a Planning Officer to attend.
- David von Zeffman noted that Shaftesbury Town Council had not received much support from its District or County Council. Their consultation process had extended to include neighbouring parishes.

9. The Amesbury/Salisbury/Wilton & Stonehenge partnership

Andy Rhind-Tutt will report fully at the next meeting, but he is understood to be pursuing this project vigorously.

10. Benchmarking & Market Towns networking and Visit Wiltshire

- Catherine Purves reported that the Town Council had agreed to take out membership of the Action for Market Towns Initiative and Visit Wiltshire for one year. The usefulness/value for money would be assessed before possible renewal.
- DvZ confirmed that he was meeting with David Andrews from Visit Wiltshire in the near future.
- It was noted that there will be a major cycling event in Wilton in May 2014, and a celebration of George Herbert's life in July 2014, and it was hoped that these events would be included in any literature produced for next year.
- John Longley has been nominated as the Wilton Market Traders representative. DvZ will liaise with him.
- David von Zeffman, Catherine Purves, John Holt and Gary Nunn would be carrying out the AMi benchmarking exercise in September, date to be decided.

11. Any Other Business

- Deb Beeson and Sally Bowers thought it a good idea to keep in touch.
- Wilton Shopping Village's application for Area Board funding for new play equipment in Minster St. had been deferred until the next Area Board meeting in October, when Catherine Purves hoped to submit a more comprehensive application highlighting additional funds from the Town Council, developer's contributions and Awards for All.

The meeting closed at 9.30pm. The next meeting will be at 7.30pm on Thursday 15th August in the Town Council Chamber