

## **Wiltshire Council**

### **Environment Select Committee**

**14 March 2023**

#### **Agenda Item 5 – Public Participation**

**Questions from: Campbell Ritchie, Chair of Malmesbury Town Team CiC**

##### **Question 1 (23-01)**

At the Environment Select Committee Meeting members officers, supported by the Portfolio Holder for Arts, Heritage and Tourism, gave members a public presentation on the development of the Wiltshire Heritage Trail App - Agenda Item 6.

During the presentation the following incorrect statements were given to the Committee specifically referencing Malmesbury Town Team's 'Explore Malmesbury' Web App:

1. 'The [Explore Malmesbury] web app was developed by the University of Winchester.'
2. 'The cost of the Explore Malmesbury web app for each town would be a minimum of £10,000 per town.'
3. 'The content [on Explore Malmesbury] is delivered by Winchester and has no flexibility.' and 'What you see is what you get.'
4. 'Although material can be added it isn't very straight forward'.

During Questions and Answers the following incorrect statement specifically referencing Malmesbury Town Team's 'Explore Malmesbury' Web App was made to the Committee by an officer:

[Explore Malmesbury] is 'vastly more expensive' [than Calvium].

These incorrect statements have been raised directly with officers and the supporting Portfolio Holder from the 18th January and no subsequent suggestion has been made by officers or the supporting Portfolio Holder that the statements are correct. Until they are publicly corrected these incorrect statements represent reputational damage to the 'Explore Malmesbury' web app and its future commercial potential and to Malmesbury Town Team CiC.

How and when will these incorrect statements about the Explore Malmesbury web app be publicly corrected for Committee Members?

##### **Response**

The Chairman of the Select Committee will read out a statement at the meeting on 14 March 2023 addressing the issues raised.

## **Question 2 (23-02)**

The draft minute for Agenda Item 6 at the Environment Select Committee meeting on the Wiltshire Heritage Trail App currently states (2nd para):

*“Background was provided on initial development of a Salisbury focused app promoting heritage trails, and research on different approaches and costs for similar schemes in Malmesbury, Corsham and other areas, to identify the most engaging and effective content, working with local councils and groups to tell local stories, audio visual content, and avoiding duplicating provision. A development model was prepared, and an initial 10 towns had been identified for the first rollout of the app in Spring 2023.”*

Given the incorrect information reported the Committee about the 'Explore Malmesbury' web app by officers as detailed in Question 1, is it agreed the words *“and research on different approaches and costs for similar schemes in Malmesbury, Corsham and other areas to identify the most engaging and effective content, working with local councils and groups to tell local stories, audio visual content, and avoiding duplicating provision”* could be misleading to future public understanding of the work that has been undertaken by officers to determine the appropriate future direction for the Wiltshire Heritage Trail App in comparison to similar schemes? On this basis will the Committee agree to either remove these words from the minute or make another more accurate minute?

## **Response**

The Committee is able to request the minute be amended if it considers it appropriate.