

Festival Town Leaflet 2018

1. Purpose of the report

1.1 To consider the distribution, content and production of the Festival Town Leaflet for 2018.

2. Background

2.1 The Festival Town Leaflet has been produced by the Community & Town Promotion Committee for the last few years. In 2017, for the first time, the leaflet was distributed by Glide Media to a wider area at the cost of £301.50. The Tourist Information Centre was provided with a detailed monthly report from Glide Media which clearly highlighted the reach & frequency of the distribution.

2.2 Each year the content varies slightly and it is necessary to consider which events should be included.

2.3 Last year, given the increased distribution, 8,000 leaflets were produced at a cost of £278.00 plus artwork at £30.00. Approximately 450 were surplus in the TIC but all 6,130 forwarded to Glide Media had been distributed.

2.4 Previous content included;

- Malmesbury Beer Festival
- Cotswolds Hare Trail
- St Aldhelm's Fair
- Malmesbury in Bloom
- Boondocks Festival
- WOMAD
- Malmesbury Carnival
- Flying Monk Arts Trail
- Late Night Shopping

It could also be considered to include;

- Wessex Week
- Thomas Hobbes Festival
- Animal Trail

3. Financial implications

3.1 The cost of production of the leaflet when ascertained how many are required.

3.2 The cost to distribute the leaflet. A quote has been received for £405 to distribute over 9,000 leaflets by previous distributor as they are now expanding their area (this is an increase of £101 on last year but is an extra 2,900 leaflets at 3p per leaflet)

4. **Recommendations**

- 4.1 Members are requested to note the report & consider which events are to be included (examples listed at 2.4)
- 4.2 Members are requested to consider how many leaflets should be printed.
- 4.3 Members are requested to consider wider distribution via Glide Media for another year at £405 or if alternatives should be investigated.

Claire Mann
15th January 2018