

Community and Town Promotion Committee: 2nd February 2018

Report for Agenda Item 8: Project to upgrade the Tourist/ Town Information Centre (TIC)

This report has been produced so C&TP can discuss and agree the steps to take and the cost to allocate to start this project.

1. Introduction

The TIC is a major shop window and welcome point for the town. This role will increase as we pursue efforts to encourage more visitors to Malmesbury and, in particular, if the Town Team bid to Vale Action for funding to create 'Virtual Malmesbury and the Malmesbury Gift Card is successful. The answer on this bid should be known by the end of February 2017 and it is worth noting that the bid includes the purchase of a large display screen for the TIC.

It is therefore appropriate to consider how we can sensibly upgrade the appearance, functionality and retail/ contribution generation potential of TIC. This is relevant with or without the success of the Town Team bid. A budget of £5,000 has been allocated for this activity in the MTC 2018-2019 budget.

2. First steps and cost allocation to start this project

In our original budget submission we proposed starting the project by engaging a tourism/ retail specialist to advise on the best actions to take to most effectively develop the TIC and the likely cost of implementing these actions. We indicated the cost of obtaining this advice would be £1,000.

Following the agreement by Town Council that this project is part of its 2018/19 budget, it is requested that C&TP now agree:

- (i) To establish a team of three councillors (one of whom will chair the team) and a relevant member of Town Council staff is established to lead this TIC upgrade project, with the aim of starting this activity in March 2018, (when the outcome of the Town Team Vale Action bid is known and can be taken into account if it has been successful).
- (ii) If this proposal is accepted, to identify the councillors and to ask the Town Clerk to nominate a staff member, and that the chair may invite other individuals to join or support the work of this team as appropriate.
- (iii) This team is empowered to select an appropriate tourism and retail specialist to provide the advice required (taking proper account any guidance from the Town Clerk on the process to follow), and
- (iv) A budget of up to £1,000 is agreed which may be spent with the tourism and retail specialist to deliver this element of this project, with a target date for the advice to be received by 31st May 2018.

Campbell Ritchie