

Report

Town Promotion & Tourism Committee Thursday 5 June 2014

Town Council Tent for WOMAD

1 Purpose of the Report

1.1 To invite the committee to agree to allocate funding to promote the town at this year's WOMAD event

2 Background

2.1 For many years, the Town Council has had a presence at WOMAD. We have had a tent in which we have displayed information about the town with a view to encouraging festival-goers to visit the town itself.

2.2 The display material needs to be properly planned and should be as professional as possible in order to create the required impression of the town.

2.3 The WOMAD working group met earlier in the year and agree to the use of 10 photographs of the town, printed in A2 size onto Floamex for display in the tent.

2.4 To create other promotional material as the working group feel necessary or desirable to promote the town and encourage people to visit it over the weekend or in the future.

3 Proposal

3.1 To allocate an amount of money from the Town Promotion Budget to pay for display material.

3.2 To commission the production of 10 photographs of the town A2 size onto Foamex as per the quotation already received from Flying Monk Graphics

4 Financial Implications

4.1 To agree to allocate up to £200 from the Promotion budget.

4.2 To accept the quotation from Flying Monk Graphics of £100 to be paid out of the allocated budget.

5 Recommendation

5.1 To accept the proposals as above.

5.2 To authorize the purchase of the photographic prints.

Cllr Sue Poole
Chair
Nov 2013