

Report No.

Report to Extraordinary Community and Town Promotion Committee 5th February 2015

Festival Strategy

1. Purpose of the report

- 1.1 To invite the committee to take a new approach to enhancing the visitor experience in Malmesbury.

2. Background

- 2.1 The Town Council has been working in partnership with others to increase the number and variety of festivals held within Malmesbury and the surrounding areas.
- 2.2 The festivals generate an increased number of visitors to the town and for some of these it will be their first experience of Malmesbury.

3. Proposals

- 3.1 During the very successful London Olympics a team of volunteers were employed to provide a “meet and greet” service aimed at putting visitors at their ease and directing them to various locations.
- 3.2 Those that attended the Olympics commented upon the warmth of the welcome given and how the infectious warm feeling extended to visitors, enhancing their experience.
- 3.3 A similar use of volunteers within Malmesbury could provide similar support during such events as History Festival, Womad, Garden Festival and twinning events.
- 3.4 Identifying uniform would be required such as tabards with “Welcome to Malmesbury” inscribed upon them and approaches made to the insurance company to confirm that volunteers were provided with adequate cover.

4. Financial implications

- 4.1 The cost of seven tabards, suitably inscribed would cost in the region of £150
- 4.2 Any additional cost for insurance has yet to be determined and may only be ascertained once the scope of the role of volunteers has been clearly identified.

5. Recommendations

- 5.1 The committee is requested to consider the suggested approach to enhancing visitor experience in Malmesbury.

Councillor S Cox
4th February 2015