

Report No 4

Community and Town Promotion Committee – August 2015

Calendar 2016

1 Purpose of the Report

- 1.1 To invite the committee to consider the financial implications of producing a Town Calendar for 2016.

2 Background

- 2.1 For some years the Council produced a Town Calendar for sale in the town.
- 2.2 The Calendars produced for 2013 and 2014 used artwork produced by Malmesbury School and Malmesbury In Bloom photographs respectively.
- 2.3 Neither of these calendars sold well and both made financial losses.
- 2.4 The committee decided not to produce a calendar for 2015, and see if there was any demand for a Town Calendar
- 2.5 At a committee meeting February? The issue was discussed and it was felt that there had been some demand and that we should look into the possibility of producing a town calendar for 2016.
- 2.6 The theme of “Then and Now” would be used and both the Civic Trust and the Museum were approached for permission to use some of their photographs. This permission has been obtained, and a shortlist of photos been produced.
- 2.7 SJP has been asked to look into the financial implications.

3 Findings:

- 3.1 **2012 Calendar:** This calendar was produced using artwork created by students at Malmesbury School. 500 were commissioned at a cost of £1650.00 with an additional cost of approximately £100 for necessary artwork to put the pictures into a printable format. This calendar was priced initially at £4.99 but did not sell well, and a loss was sustained by the committee.
- 3.2 **2013 Calendar:** This calendar was produced using photographs created by local amateur photographers as part of the Malmesbury In Bloom Competition. 300 were commissioned at a cost of £853.70, plus an extra charge for the necessary artwork. 80 calendars remained unsold, and again a loss was sustained.

4 Proposal

- 4.1 The committee is invited to consider the above information and make a decision as to whether to continue with a calendar project for 2016.

5 Financial Implications:-

- 5.1 Should the committee decided to continue with the project, Quotations for both the necessary artwork and the printing will have to be obtained.