

Proposal for additional funding from the Town and Community Promotions Committee to support extra printing and distribution of the Town Guide to Malmesbury residents

• Background

The Town Team working with Front Room have produced a new town guide. The Town Council has already agreed to fund the printing of the new guide up to the sum of £1,000. This support has enabled the printing of 15,000 copies.

The new guide has proved to be very popular particularly with visitors. The intention has always been to distribute the new guide to every household in the Malmesbury area and surrounding villages. These are the areas that are most enthusiastic about shopping in Malmesbury and making use of the services the town has to offer.

The success of the guide has been such that insufficient copies remain from the initial print run to deliver one to every household. To achieve this goal a reprint will be required.

The Town Team has also explored the best way to ensure that every household in the Malmesbury Area and the surrounding villages are delivered.

Members of the Committee will recall we were able to distribute the Late Night Shopping promotional leaflet in Malmesbury with our last newsletter. However we struggled to deliver many beyond the immediate areas on the edge of the town.

The Town Team have received quotes from the Royal Mail for the distribution of the town guide of £500 to distribute to 8,000 households (£500 is the minimum contract)

They have also received a quote from original printer for reprints at £190 per thousand.

Further quotes are being sought both for printing and distribution..

• Recommendation

That Malmesbury Town Council make a further contribution to cover the reprinting and distribution of the Town Guide to residents in the Town Council precept area.

The costs would be:

- up to £475 for reprinting 2,500 town guides
- up to £162.50p for distributing 2,500 town guides

This makes a total of £637.50p which I believe should be rounded to £650.