

Report to the Town & Community Promotions Committee on joint working with the Town Team on promoting Malmesbury at WOMAD 2016

The Town Team are keen to work with the Town Council to promote Malmesbury at this year's WOMAD Festival.

To that end the Town Team have commissioned their retained communications and marketing agency, Front Room to meet with WOMAD's retained communications agency. This meeting was to explore how best to develop the existing facility of one trader/exhibitor space granted by WOMAD to Malmesbury Town Council. The meeting was a positive one.

Front Room are now developing creative concepts that fit with the "Discover Malmesbury" branding. These concepts will make use of the space and the existing arrangements that the Town Council has both with the Malmesbury Youth Football for the loan provision of their marquee and the provision of Town Council staff in transporting, erecting, dismantling and removing the marquee.

The creative ideas developed by Front Room will be at no cost to the Town Council and will be shared with the members of the WOMAD working group set-up by the Community and Town Promotions Committee.

Front Room are also examining other promotional opportunities with other local stakeholders and providers to WOMAD. The development of any of these will be reported to our WOMAD working group.

I propose that we continue to work in collaboration with the Town Team in conjunction with Front Room to develop a more impactful presence at WOMAD for Malmesbury and in pressing businesses and other stakeholders in our town to use their assets to welcome WOMAD festival goers and encourage them to visit our town both while they are at WOMAD and subsequently.

Cllr Gavin Grant

Vice Chair of Community and Town Promotions

Town Council representative to the Town Team