

Report to Community and Town Promotion Committee 1st September 2016

Festival Town Content 2017

1. Purpose of the report

- 1.1 To consider requests from various organisations for inclusion in the Festival Town 2017 leaflet

2. Background

- 2.1 The leaflet outlines the various festivals and large events that take place in and around Malmesbury.
- 2.2 The leaflet is currently distributed by Glide Media via their website and until December they are putting it out in their stands across their distribution area as a special offer to Malmesbury Town Council.
- 2.3 Items included have diminished recently without the BBC History Weekend & Philosophy Festival.
- 2.4 The Flying Monk Arts & Crafts Trail is in its third year and has been well attended previously, the trail is mainly situated in Malmesbury and lasts for two days in late September.
- 2.5 The Malmesbury Beer Festival has been running for several years and all profits from the event go to Malmesbury School.

3. Proposal

- 3.1 To consider requests from the Flying Monk Arts & Crafts Trail & The Malmesbury Beer Festival to be included in the leaflet.

4. Financial implications

- 4.1 The financial implication should be of minimal difference to last year unless the Council requests that the leaflet is distributed in the Glide Media stands, a quote for this will be available at the end of the year.

5. Recommendations

- 5.1 Members are requested to note the report and determine the action to be taken.

Jeff Penfold
Town Clerk
23rd August 2016