

## Report to Community and Town Promotion Committee 1<sup>st</sup> September 2016

### Sale of tickets

#### 1. Purpose of the report

- 1.1 To consider a request for tickets to be sold through the Tourist Information desk without deduction of commission.

#### 2. Background

- 2.1 Sales made through the TIC for events or items other than those of the Town Council attract a rate of commission currently of 20% plus VAT at standard rate.
- 2.2 The only exception has been for the Malmesbury Carnival and this decision is reviewed each year.

#### 3. Proposal

- 3.1 A local group has been formed with the objective of pulling together a week long programme of historic talks, activities and events to help fill the void left by the decision of the BBC History programme to relocate to Winchester.
- 3.2 They are currently finalising a programme for the week aimed at exploring and promoting local Malmesbury history including King Athelstan, Malmesbury Castle and the Warden and Freemen.
- 3.3 Entrance to many of the events will be by ticket and the organisers have requested that for this initial year if tickets could be sold through the TIC but without deduction of commission.
- 3.4 It is proposed that, if successful, the event would be repeated next year and aimed at attracting visitors to Malmesbury and enabling local residents to learn more about the heritage of the ancient town.

#### 4. Financial implications and risks

- 4.1 There are no financial implications associated with the request as if the concession were granted it would be on the same arrangement as exists with the Malmesbury Carnival, all cash held would be at the organisers risk and not that of the Town Council.
- 4.2 There would be an element of staff time involved in administration but this is not anticipated to cause any disruption to office routine.

#### 5. Recommendations

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

Jeff Penfold  
Town Clerk  
23<sup>rd</sup> August 2016