

Report to Community and Town Promotion Committee

WOMAD Publicity

1. Purpose of the report

- 1.1 To consider allocated funds for WOMAD publicity.

2. Background

- 2.1 MTC has a tent at WOMAD and has done for a few years, each year Councillors take turns attending the stall to promote Malmesbury as a Tourist Attraction.
- 2.2 The Community & Town Promotion allocate funds for their publicity at WOMAD, £200 had been committed for 2016, this remains un-used as yet.
- 2.3 Foamex boards featuring the Discover Malmesbury logo had been produced by the Town Team & these were used at WOMAD by MTC together with the Town Team.

3. Proposal

- 3.1 To consider using the WOMAD publicity budget to contribute towards the signs produced by the Town Team.

4. Financial implications and risks

- 4.1 The Committee have previously allocated £200 towards publicity at WOMAD.

5. Recommendations

- 5.1 The Committee is requested to consider the proposal and agree what if any contribution should be made towards the signs produced by the Town Team.

Claire Mann
Clerk to C&TP Committee
26th October 2016