

Report to Community and Town Promotion Committee 3rd November 2016

Festival Town Leaflet Distribution 2017

1. Purpose of the report

- 1.1 To consider the benefits of wider distribution of the Festival Town Leaflet for 2017.

2. Background

- 2.1 The Festival Town Leaflet has been produced by the Community & Town Promotion Committee for the last few years.
- 2.2 Up until this year the leaflet was available through the Glide Media online service to other users of the website, MTC has a Glide Media stand in the TIC therefore we receive their online distribution of our leaflet at a discounted rate.
- 2.3 This year, due to competitive pressures, Glide media have distributed the Festival Town Leaflet in their stands across the South West free of charge.
- 2.4 The Tourist Information Centre receives a detailed report from Glide Media monthly which clearly highlights the reach & frequency of their distribution.

3. Proposal

- 3.1 To consider using the Glide Media stands to promote Malmesbury & its events.

4. Financial implications

- 4.1 We have received a quote to distribute the leaflet from Glide Media & the options are as follows;

- 5 premier displays that are re-stocked fortnightly £120.00
- 21 premier displays that are re-stocked every four weeks £252.00
- 14 Tourist Information Centres/Visitor Centres which are supplied via monthly order fulfilment. £30.00

(VAT excl.) MTC would also receive a 25% discount as we are a host venue.

5. Recommendations

- 5.1 Members are requested to note the report, consider options & determine distribution of the Festival Town leaflet 2017.

Claire Mann
Clerk to C&TP Committee
26th October