

# **Report to Community and Town Promotion Committee 6 April 2017**

## **Animal Trail Leaflet 2017**

### **1. Purpose of the report**

- 1.1 To Agree the arrangements for a leaflet for the Malmesbury Animal Trail in conjunction with the Cotswold Hare Trail 2017.

### **2. Background**

- 2.1 Throughout the Summer of 2017 Malmesbury will be involved in the Cotswold Hare Trail.
- 2.2 Malmesbury will host 4 large hares and 5 smaller hares.
- 2.3 While our large hares will be publicized on the Costwold Hare Trail leaflets and website, our smaller hares will not be included.

### **3. Proposal**

- 3.1 To produce our own Animal Trail leaflet to publicise the existence and location of all of Malmesbury's Hares.
- 3.2 To broaden the Trail to include pictures of existing animals in and around the town.
- 3.3 To collaborate with the Town Team in the production and distribution of the leaflet, thus making use of their link with WMC Marketing Company.

### **4. Financial Implications**

- 4.1 Do not currently have a firm quotation, it will depend upon the design and number to be printed, however, £300 should be more than enough to cover the cost.

### **5. Recommendations**

- 5.1 To commission the design and print of an Animal Trail leaflet to be available through the TIC.
- 5.1 To agree to spend up to a maximum of £300 on the production of the leaflet.