

Report No. 3

Report to Community and Town Promotions committee 7th September 2017

Promotional Materials for TIC

1. Purpose of the report

- 1.1 To seek the committee's approval to original artwork to reproduce on promotional materials for the TIC.

2. Background

- 2.1 An artist has approached us with samples of work and packages of promotional materials that she has used for other tourist centres in the UK. Last year we reflected on the need to create some new materials to sell in the TIC, but we didn't explore the idea in any detail.
- 2.2 The packages give the Town Council full ownership of the art and provide a number of pieces that can be used to create a pack of postcards, for example.

3. Proposal

- 3.1 That we consider the packages that the artist has presented to us along with samples of work (information already circulated) and agree what approach the committee wants to take towards acquiring new promotional materials.

4. Financial implications and risks

There are 3 packages available;

- 4.1 Package 1, Deliverables: 5 electronic sketches of views of the city, approx. size A4 but can be scaled if required (using Adobe Photoshop) Any other pictures produced during the session, that are acceptable to the committee (up to 10 images total).
£500.00 no vat, available immediately
- 4.2 Package 2, 5 days drawing live (liveSketch) in Malmesbury town and surrounding places of interest, if specified by the committee (3 max)
Deliverables: 15 electronic sketches of the city, approx. size A4 and scaled if required
Any other pictures produced during the session, that are acceptable to the committee (up to 10 images total).
Postcards (300) of 3 different images (chosen by the committee) produced as A6 postcards @ 100 of each without envelopes
£998.00 no vat, available immediately
- 4.3 Package 3, As package 2, (15 images and 3 x 100 postcards) plus two seasonal drawing packages as follows:
Seasonal drawing package: 2 days drawing live, in the winter time (or other specified time of year) when tree foliage is at a minimum for views of the city and its skylines.
5 electronic images to be delivered, plus any additional items that the committee likes, that are produced during the 2 day session. These may be repeats of previously created images but at the current season, if requested.
£1450.00 no vat, available immediately to be completed within 12 mths

5. Recommendations

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