

Report No.4

Town Promotion and Tourism Committee 5 December 2013.

WOMAD

1. Purpose of the report

- 1.1 To consider action needing to be taken to ensure success of town presence at WOMAD 24th – 27th July 2013.

2. Background

- 2.1 Each year Malmesbury Town Council has taken a stand to promote Malmesbury and this year a pitch of 4 metres x 4 metres needs to be confirmed. As in previous years we will be receiving complimentary pitch and tickets (number to be confirmed)
- 2.2 In previous years it has been agreed a working party should be set up to progress action on WOMAD.

3. Proposal/Action points for working party to decide

- 3.1 A list of those wishing to attend/volunteers on the stand need to be drawn up
- 3.2 Some free Trade Passes may be available for the Town Council's use (last year 12)
- 3.3 In return for a free ticket you will be expected to commit a minimum of 2-3 hours to cover the stall for at least 2/3 days out of the 4 days during the event.
- 3.4 Tickets are priced at £135 Early Bird Weekend tickets (more if purchased later) and £90 for SN16 residents (limited to 6 per house) this includes 3 nights camping and parking.
- 3.5 Tent size, layout, type of stand and photographs needs to be discussed and a marquee booked. The location will be confirmed at a later date.
- 3.6 Theme/costumes to be discussed
- 3.7 A list of what to take (leaflets, booklets, postcards etc) free or for sale.
- 3.8 Publicity on website / any promotional slips/leaflets/ posters for the buses etc - agreed in previous years these should be printed.
- 3.9 Strategy for working with partners and stakeholders in the area.

4. Recommendation

- 4.1 To set up a WOMAD working party and determine level of funding for publicity and from which budget