

Report No. 6

Town Promotion & Tourism Committee Thursday 5 December 2013

Walker's Guide

1 Purpose of the Report

1.1 To invite the committee to agree to commission printing of the Malmesbury Town Walker's Guide translated into French and German.

2 Background

2.1 For some years, a Malmesbury Walker's Guide has been on sale in the TIC and has proved one of our most popular publications, selling at £0.50 each.

2.2 Malmesbury is twinned with Gien, France, and Neibull, Germany, but we have no comparable publication in either of these languages for our visitors from the continent.

2.3 Over the summer, our Polish TIC assistant translated the Guide into French.

3 Proposal

3.1 To use the existing French translation to produce a French language version of this Guide for sale in the TIC

3.2 To investigate and commission a translation of the guide into German, and then to produce a German version of the guide also for sale in the TIC.

3.3 To obtain quotations for printing of limited quantities of these guides.

4 Financial Implications

4.1 There are no further financial implications for the translation into French since this has already been done.

4.2 There will be a cost associated with the translation into German, although we can approach the Twinning Association with help with this.

4.3 There will be a cost involved in printing the Guide, which may be recouped through the sale of the Guides in the TIC.

5 Recommendation

5.1 To accept the proposals as above.

5.2 To obtain quotations for the printing, and revisit the decision, whether or not to print once these have been obtained, at our next meeting.

Cllr Sue Poole

Chair

Nov 2013