

Membership & Terms of reference for Tourist Information Review Working Group 2023

Agreed at meeting of C&TP

The Working Group for the Tourist Information Review has no power to spend any budget that might be agreed by the Community & Town Promotion Committee & as such this Working Group is not bound by local government legislation with regard to the convening or publication of meetings held.

1. Membership

- 1.1 Membership will consist of members of Malmesbury Town Council, and other interested individuals by resolution of the Community & Town Promotion (C&TP) Committee

TBC

- 1.2 The chairman will be elected at the first meeting of the working group.

2. Meetings

- 2.1 Meetings will be arranged by the Chair and will notify other members accordingly.
- 2.2 In the absence of the Chairman, meetings will be chaired by another elected chairman for that meeting.
- 2.3 Notes will be taken at the meetings for future reference and circulated to all members of the Working group.

3. Purpose/Governance of the Working Group

- 3.1 To consider the spatial layout of the Tourist Information Office (racking and wall space, display glass cabinet provision, decoration) with a view improving the area
- 3.2 To consider range of items on sale, most and least popular items, sourcing additional stock and profit margins
- 3.3 To consider relationship to Museum and the retail experience they offer
- 3.4 To review selling tickets for other organisations including Wessex Week, Carnival, Explore and commission taken
- 3.5 To consider range of leaflets offered and if these should be local and regional rather than national
- 3.6 To consider improvements to displaying artists, including commission and allocation of cabinets.
- 3.7 To consider outsourcing retail advice (Museum have previously used Retail Thinking <https://www.retailthinking.co.uk/>)