

CE&TP 14th March 2024

To consider increasing the print run of the 2024 to 2026 Town Guide being produced by Malmesbury Town Team to enable distribution to residents and the purchase of a page in the Guide to promote the Town Council (report Cllr Ritchie)

Situation:

Malmesbury Town Team is producing the next edition of the successful Town Guide to be available from May 2024. It is intended to cover the 2024 and 2025 seasons.

It will be produced in the form of a 36 page A5 booklet. The edition it is replacing is attached here. This style generates the opportunity to include much more information to attract and retain visitors in the town. An updated digital version <https://www.malmesbury.gov.uk/visiting-malmesbury/malmesbury-visitor-guide> and a single page map version will also be produced.

It is considered the Guide will again be of interest to residents and new residents and that it would be beneficial to have sufficient copies so the Guide can be distributed to each home in Malmesbury and via estate agents etc. This will require and increase in print run of 5,000 copies. The cost for this additional print run is £930 plus VAT.

It may also be appropriate for the Town Council to have a page in the Guide supporting the promotion of the town and, for example the Town Hall as a venue and or its parks and other facilities. A dedicated advertising page would again be available at a discounted cost of £400 plus VAT. In 2022 the decision was taken to feature the Town Hall:

Malmesbury Town Hall and Malmesbury Town Council

As befits the oldest borough in England, Malmesbury has an impressive Town Hall. An exciting merger of the remains of a brewery, a market hall and a former Wesleyan Chapel, it is home to meeting rooms, weddings and social events, performance spaces, an art gallery, a lively cafe, the Athelstan Museum, our Town and Tourist Information Centre and town mascot and selfie star 'Queenie' (our mosaic here).

Malmesbury Town Council manages a number of parks and open spaces around the town, including Cloister Gardens (behind the Abbey) and St Aldhelm's Mead. Both are great spots for a picnic and the children's play area and adult gym at St Aldhelm's Mead has a good range of equipment suitable for all ages.

Accessible free to use public toilets are located at the side of the Town Hall at the corner of Oxford Street and Cross Hayes and there are additional public toilets at St Aldhelm's Mead.

International friendships

Malmesbury is proud to be twinned with Niebull in Germany and Gien in France and to have friendship agreements with Bad Hersfeld in Germany and Malmesbury in South Africa. Regular visits and exchanges are part of our social and civic calendar.

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Malmesbury Town Hall
An essential stop on your visit to Malmesbury

- Tourist Information Centre
- The Athelstan Museum
- The John Bowen Gallery
- Jackdaws Coffee House
- FREE wifi
- Live Arts and Cinema
- A fully equipped venue for meetings, activities, family events & weddings
- At the heart of Malmesbury

Malmesbury Town Council
01666 822143 www.malmesbury.gov.uk

Proposals:

(a) That Malmesbury Town Council orders 5,000 copies of the guide for distribution to current and new residents of Malmesbury at a print cost of £960 plus VAT plus an estimated distribution cost of £750 if it is not undertaken by councillors or volunteers.

(b) That Malmesbury Town Council takes a dedicated advertising page in the Guide at a discounted price of £400 plus VAT plus an allowance for a likely design cost of £100 plus VAT.

Financial Implications:

The financial implications of this proposal are as detailed above. The total cost of this proposal is £2,110 plus VAT if distribution is not undertaken by councillors or volunteers. Costs were included for this proposal in the 2024-25 CE&TP budget, line 4243, Promotional Activities and Marketing.

Cllr Campbell Ritchie

7th March 2024