

Festival Town Leaflet 2019

1. Purpose of the report

- 1.1 To consider the distribution, content and production of the Festival Town Leaflet for 2019.

2. Background

- 2.1 The Festival Town Leaflet has been produced by the Community & Town Promotion Committee for the last few years. For the last two years Glide Media have distributed the leaflet and the Town Council received a detailed monthly report which clearly highlighted the reach & frequency of the distribution.
- 2.2 Each year the content varies slightly and it is necessary to consider which events should be included.
- 2.3 Last year 11,000 were produced for distribution by Glide Media & for collection in the Information Centre.
- 2.4 Previous content included;
- Malmesbury Beer Festival
 - St Aldhelm's Fair
 - Malmesbury in Bloom
 - Boondocks Festival
 - WOMAD
 - Malmesbury Carnival
 - Flying Monk Arts Trail
 - Late Night Shopping
 - Annual Hobbes Day
 - Wessex Week
 - Family Trail
 - Heritage Open Day Weekend

3. Financial implications

- 3.1 The cost of production of the leaflet when ascertained how many are required.
- 3.2 The cost to distribute the leaflet if agreed.

4. Recommendations

- 4.1 Members are requested to note the report & consider which events are to be included (examples listed at 2.4)
- 4.2 Members are requested to consider how many leaflets should be printed ie whether wider distribution is of benefit to the events that take place in Malmesbury.