



UPDATE REPORT: 16 March 2020		
ACTIVITY	TIMELINE	UPDATE
DM Website	Daily	Software Updates Completed SG Optimizer updated from 5.4.3 to 5.4.4 (2020-02-25) Yoast SEO updated from 12.9.1 to 13.1 (2020-02-19) Redirection updated from 4.6.2 to 4.7 (2020-02-18) Head, Footer and Post Injections updated from 3.1.5 to 3.1.6 (2020-02-13) ManageWP - Worker updated from 4.9.2 to 4.9.3 (2020-02-12) Events Calendar updated from 4.9.13 to 4.9.14 (2020-01-27) SG Optimizer updated from 5.3.10 to 5.4.3 (2020-01-27)

		<p>Head, Footer and Post Injections updated from 3.1.4 to 3.1.5 (2020-01-27)</p> <p>Head, Footer and Post Injections updated from 3.1.3 to 3.1.4 (2020-01-14)</p> <p>Yoast SEO updated from 12.7.1 to 12.8 (2020-01-07)</p> <p>Redirection updated from 4.5.1 to 4.6.2 (2020-01-07)</p> <p>Updates researched & on priority list</p> <p>google map error</p> <p>highly pixelated picture of museum</p> <p>BBC history Logo & info needs removing</p> <p>Eating out needs updating: Rajah, Amandas</p> <p>Bistro closed</p> <p>Add Turner & Explore Links & news articles</p> <p>Add a dedicated page for Malmesbury Carnival 2020</p> <p>Farmers market states every Friday, its only twice a month</p> <p><i>Events Also Added & Removed</i></p>
MGC Website	Daily	No Action required this month
DM Social Media	Respond messages daily & post 2/3 times per week	Insights data – Likes, Reach & Engagement eg 17 Feb to 15 March 1475 followers, 4032 up 64% reach, 314 engagement (MDay Boosts)
MGC Social Media	Respond messages daily & post 2/3 times per week	Insights data – Likes, Reach & Engagement eg 17/2 to 15/3 = 152 followers, 1768 reach up 42%, 57 engagement

Main Sponsor Marketing & PR Support & Contract Renewal	Twice monthly	Report prepared & presented for 2020 to 2022 package. Further analytics & materials information requested. Next marketing update booked for 18 March, next sponsorship meeting also booked. Future plan for attraction & destination (GWW) to establish benefits of working more closely together..
MGC Sales	Daily Process	Sales figures.....£xxxx since 6 Nov 19, xxx cards and £xxx redeemed – Gordon to provide
MGC Marketing <ul style="list-style-type: none"> • For Sales • To support Sellers • To increase Sellers • To support active Members • To support low/no redemption Members • To increase Members 	Targets: 25k sales from launch to 31 December 2020 50 members by end March 20	Cotswold Life Feature June 2020 (f-up provide copy & images) Wiltshire Life Miconex Corporate & Sales Training Day 25 February Update shared 16 March 2020 Additional Seller – A4 Stationers Calendar Events: Mother’s Day, Easter, Teacher thank you’s New A5 flyer Graphic of the Gift Card weblink to members Offer Social Media 15 min free surgery More prominent ‘we accept’ signs Seller ‘we sell’ signs by tills Schools Gifts – Twinning Visits/Estate Agents/ Social Media for 35 sellers – weekly promo on the ones on FB with non-redemption first Encourage sellers to tell us special offers and what discounts

		<p>Integrated approach – sellers/members/exposure on SM Events support Carnival Prizes – events and procession prizes Community Organisations Womad Tour companies Corporates.....letter from Mayor Influencers eg Jackie Peel</p>
Explore Comms Support	Now to launch	<p>22/4 MGC Event MGC ‘gold’ icon Posters & Marketing Boards with QR codes Page link to DM Reviews Mgt</p>
Explore Sponsorship	Now to launch	<p>Offer TOBH main sponsorship. Offer Pub, family & immediate launch Trails x 10</p>
Explore PR	Official Release xx April	<p>Press Release to 50 plus National Media Schools</p>
Explore MGC members ‘event’	Tba	<p>Warm up for commercial opportunities linked to MGC renewal. 22/4</p>
Explore Launch Event	13 May	
Signage	Designs to be shared asap	
Town Guide	May?	<p>Big Craft Fair asked to reserve advert space</p>
GWW	Daily	<p>Consumer magazine issued 22 Nov Travel Trade F-Up of 19 individual 12- minute presentations to Tourism Orgs (FITS) including Europe Incoming, UK Inbound, Visit Britain & Visit England. Plus Holly Windsor</p> <p>Update meeting planned May in Malmesbury</p> <p>260 Ambassadors & growing</p>

		<p>70plus Tour Operators offering GWW bespoke tours</p> <p>International Trade Events Netherlands, 15 - 19 January 2020 with new Dutch brochure. March in Berlin</p> <p>Trade Directory</p> <p>Website & Interactive Tour Builder constant content updates</p> <p>4,000 consumer newsletter subscribers, 17,000 social media followers and a monthly social media reach of approximately 70,000.</p> <p>Potential reach for PR coverage achieved online in January so far is 4.5million, and print coverage is 390,000</p> <p>Consumer magazine 100,000 copies distributed through partners and travel outlets - Sheep campaign & 6 mentions</p> <p>Training Day – England into International Markets</p> <p>Bi Monthly Designate mtgs</p> <p>We invited contribute content for PR & Web: MGC, Turner, 800 TOBH, Explore</p>
<p>Presence at Events</p>	<p>25 May St Aldhelms Fair 30 Aug Petticoat Lane Dec Late Night Shopping Monthly Craft Fairs -Nov SuperFair Small Business Saturday</p>	<p>Merchant Terminal</p>

Towns 'Consultancy'		Trowbridge Highworth Dorchester Wootton Bassett Bradford-On-Avon Miconex referral?
Awards: Great British High St		
Newsletter		



AREAS OF OUTSTANDING NATURAL BEAUTY

The Chilterns, the North Wessex Downs and the Cotswolds offer exceptional landscapes, and thanks to their legal protection they are perfect countryside playgrounds for cyclists and ramblers.

If you are starting your journey from London, you will be close to the southern section of The Chilterns – a section of the 324 square miles which fall within the Great West Way corridor. It's a haven for wildlife. Keep an eye out for red kites – the bird of prey now thrives in the region, having been reintroduced in 1989.

It is likely you may have heard of the North Wessex Downs – it is the third largest Area of Outstanding Natural Beauty in Britain (there are 46 AONBs in total). The area lies at the heart of the chalk band that stretches across southern England and was once under a warm sea. Its landscape is very diverse, as well as the chalk habitats, there is a rich mosaic of woodland, pasture, heath and common land.

It is an ancient landscape etched by the impact of humans for over 3,000 years, including fascinating features such as the World Heritage Site at Avebury, eight Chalk White Horses, Savernake Forest, Highclere Castle, historic market towns and the Kennet & Avon Canal.

Or you might find yourself walking some of the Cotswold Way which really is England at its prettiest. Here you could cover more ground with a leisurely Sunday road cycle through the sleepy Cotswold villages before stopping for a well-earned roast dinner in one of the many pretty pubs or award-winning restaurants.

Whatever direction you take, be it by bike, foot, water, or a mix of all three remember to slow down to enjoy the journey as much as you do the destination! ✨

WALKING TOURS

- Ordinary Tours**
Discover ancient castles, magnificent cathedrals, pretty villages, hidden corners and picturesque sites. Personalised tours of Stonehenge and Avebury include river cruise access.
- Tour & Explore with Anne the Horse**
Areas in operation of Cotswold Tunnel Blue Badge Tour Guide who provides a friendly, professional guiding service to exploring the Great West Way.
- Sally Cobble**
Informative and entertaining walking tours of historic towns and cities to help you discover hidden corners which you won't find by yourself!
- Town & Border**
Blue Badge Licensed Guide, Catherine Adams, offers tours to your home and then prepares a tour or visit that is unique to your needs.

There's 125 miles of paths and rivers and some discoveries along the Great West Way route. To help you plan your journey be sure to pick up a copy which will not only help you to navigate your journey, it also includes 125 great things to do!

GreatWestWay.co.uk/gwmap

Discover Malmesbury
VIBRANT • TREASURED • HISTORIC

VIBRANT! TREASURED! HISTORIC!

Visit England's Oldest Hotel

Discover Malmesbury on the Great West Way, a vibrant, treasured and historic market town with a stunning 12th Century Abbey.

Surrounded by walks along the River Avon and home to music, history and arts festivals there's something for everyone. Here you'll find England's Oldest Hotel, the world renowned Abbey House & Gardens, an original Market Cross from 1490, the tomb of the first King of England and independent shops, cafes, restaurants and pubs.

www.discovermalmesbury.life

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