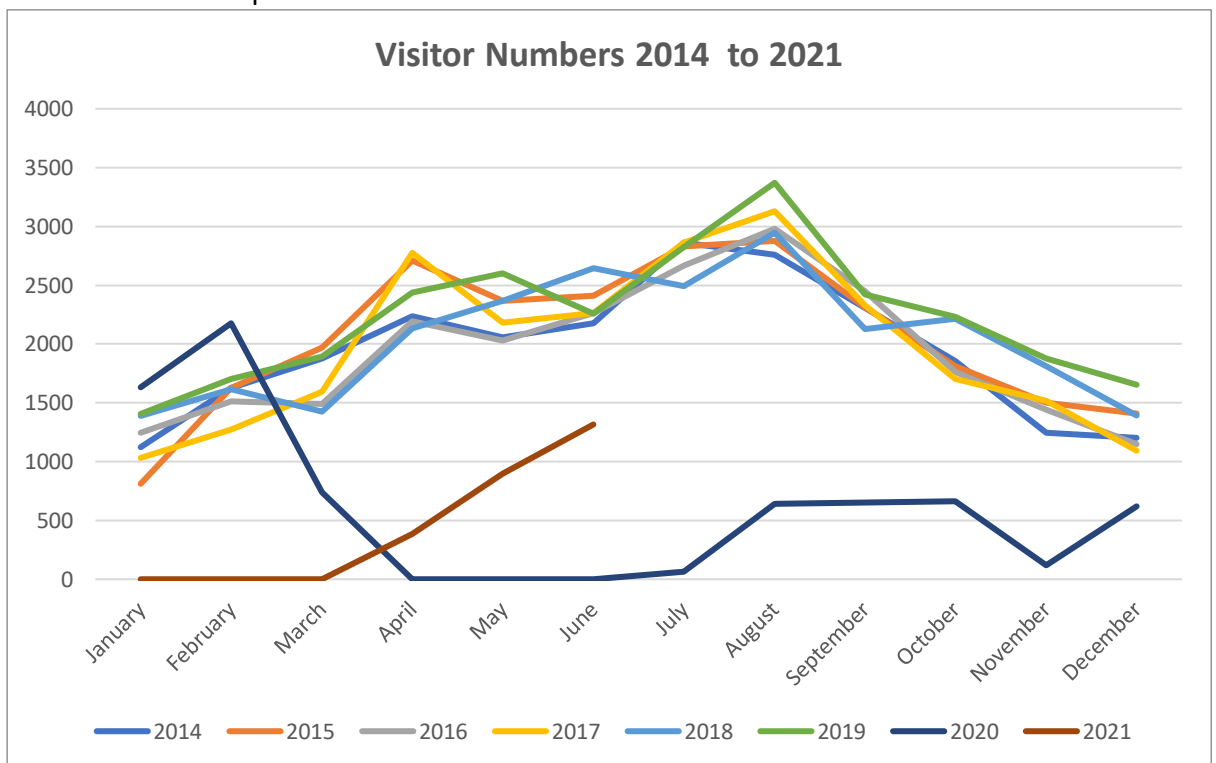


TIC Report July 2021

1. Malmesbury Tourist Information Centre reopened to the public on Monday 12th April.
2. TIC staff recruitment has taken place, with 4 new members of staff appointed; Ursula Fitzpatrick, Tracey Ainsworth, Abby Wallace, Katharine Searle-Barnes. These new members of staff have received induction from Yvonne and other staff members. Communication procedures have been established to enable smooth transitions between staff.
3. The TIC continues to follow all appropriate COVID safety measures. It has gained the 'We're Good to Go' and 'Safe Travels' accreditation and is now listed on the national Visit Britain 'We're Good to Go' interactive map.
<https://goodtogo.visitbritain.com/discover>
4. Visitor numbers, though still significantly below pre COVID numbers, have steadily increased over the past 3 months.



The majority of visitors at present are residents, with a growing number of 'staycation' visitors.

5. Athelstan Museum reopened on May 20th. It is now open from Thursday to Sunday 10.30am to 2.30pm. This has helped to increase footfall in the TIC.
6. Movies@Malmesbury reopened at the beginning of June. The COVID – secure environment created by the team is working well and measures remain in place. These include:
 - Maximum of 30 people per showing
 - All tickets bought in advance
 - Face coverings worn

- Socially distanced seating according to 'social bubble' groupings
- Test & Trace details gathered by the TIC staff.
- A couple of showings have been sold out and extra showings have been booked for 3 films

The number of tickets being sold has increased since opening with a number of films selling out in the last two weeks.

7. The John Bowen Gallery reopened with the first exhibition starting on 28th May. This exhibition was very successful with many sales through the TIC.

All cancelled exhibitions from 2020 & 2021 have now been rearranged to take place over 2021/22, with the exception of one artist who required a refund of their bond payment as a suitable date could not be found.

The Gallery is fully booked for 2021 and only one exhibition period remains for 2022, 4th to 21st Jan.

8. The Town Teams printer has been installed in the TIC for all Explore Malmesbury printing.

TIC staff have created Explore Malmesbury Trail Maps, for those who cannot access the website on their phones. These are now available in the TIC at 50p per map.

TIC staff continue to provide some admin support to MTT.

9. All articles put onto the MTC website by the TIC, including Wiltshire Council News & COVID Updates, the weekly 'What's On' guide, Gallery Exhibitions and MTC events are now routinely being posted on the MTC and Our Malmesbury Facebook pages in order to reach more people.

10. Malmesbury In Bloom entries are now coming in for the Garden Competition and Malmesbury Primary School has been in touch and will be entering art work.

Reminders have been sent to all previous Garden Competition entrants, schools and pre-schools, along with an article on the website to remind residents of the entry closing dates.

Weather conditions this year have meant displays were a little slow in establishing, but are now blooming well.

11. WOMAD 2021 has been cancelled.

12. The TIC will start selling Malmesbury Carnival event tickets from middle of July.

There will be a Scarecrow Trail with maps available at the TIC.