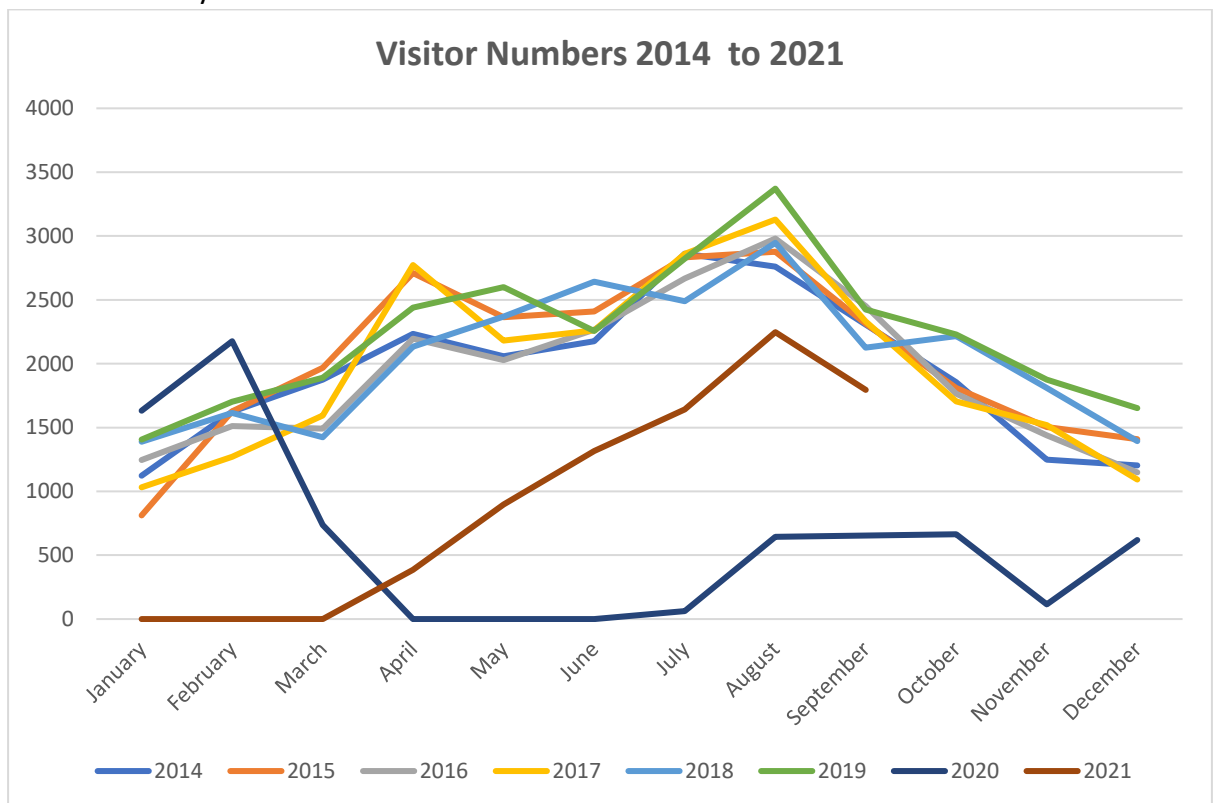


TIC Report October 2021

1. Visitor numbers have dropped in September and continue to do so as in other years at this time of year.



2. Movies@Malmesbury – Numbers attending are still low and have not reached our capacity of 40 seats. The highest number in an audience through September and beginning of October was 25.
3. The John Bowen Gallery exhibitions continue to be running well and the Gallery is now fully booked for 2021 & 2022, with 8 exhibitions booked for 2023.
4. Wessex Week tickets are being sold at the TIC and have sold well with a couple of events being repeated and increasing capacity for the talks in the Abbey.
5. We are selling for HEALS tickets for the film 'Sorry We Missed You' on 20/10/21.
6. There is free defibrillator training run by Ray Sanderson in the Town Hall on 4/11/21. Tickets can be obtained from the TIC. No tickets have been requested at present.
7. Malmesbury High Street+ Art Gallery has been very successful in involving 28 artists and retailers. 11 pieces of art were bought.
8. Malmesbury in Bloom evening was very successful with 16 children and their family and their friends attending the Children's presentation. 51 people attended the Garden presentation.
9. Cards for Good Causes have limited the number of venues they use this year and unfortunately will not be using TIC as an outlet.
10. Yvonne attended – Wiltshire Association of Visitor Attractions Meeting – Visit Wiltshire on 28.9.21.
 - Visitor attractions shared how their attraction has been going over the last 3 to 4 months
 - Visit England reported findings from Visitor attraction survey of 2020

- Visit England promoted the National lottery campaign – hundreds of £25 vouchers are going to be available to all lottery players to visit attractions from 7th October
- Visit England would like contributions to their latest news. Theme for October – Fast Forward to 2022 Commonwealth games, November – Myths and Legends, December - Spring Rejuvenation, wellness
- There was a discussion about whether to print the A5 Wiltshire visitor map next year. This year they didn't. Yvonne supported a paper copy as tourists liked them because they could see all the attractions in one place and on a map. Other attractions didn't think it was needed as they said they have gone paperless.

Report compiled by Yvonne Ward & Helen King – 5th October 2021