

Leaflet Distribution – 24th April 2025

To consider and agree distribution mechanisms for physical visitor information produced by Malmesbury Town Council, Malmesbury Town Team and other groups, as agreed by CE&TP from time to time, to key distribution points in an around Malmesbury including, but not limited to, local businesses, hospitality businesses, accommodation providers community information points and new build developments.

Situation:

Encouraging residents and visitors to spend more time in Malmesbury Town Centre is a key element in the Town Council's strategy to support our local economy. It is therefore important to ensure that messaging about events and activities is made as widely available as possible.

In many instances residents and visitors respond well to physical information and this is produced to complement on-line information. Examples include the Events Leaflet, Guided Walks Leaflet, MLA programme, MAMS programme, Abbey Events programme and others.

However, it also has to be easily accessible and this means making it available in a wide range of places, but notably close to hand at prime accommodation and visitor hot-spots. Currently this does not happen in a systematic way.

Proposal:

- (i) That Malmesbury Town Council undertakes a co-ordinated distribution of physical visitor information to identified locations in and around Malmesbury no later than April each year. This distribution can be a designated activity of the staff team, a contracted service with a maximum spend of £250 per annum or by a volunteer resource, as determined and organised by the Town Clerk or staff team member designated by the Town Clerk.
- (ii) That the TIC team maintains an up to list of locations where physical visitor information could usefully be distributed. As a minimum this should include the Library, Abbey, Museum and all cafes, pubs, hotels, Air BNB's, Bed and Breakfasts and new build estates within 4 miles of Malmesbury Town Centre.
- (iii) That all locations to which physical information is distributed are also advised that top-up supplies are available from the TIC.

Financial Resources:

Implementing this proposal may incur the allocation of staff time and a financial expenditure of up to £250. This can be allocated from the CE&TP projects budget and is therefore within the current budget.

Cllr Campbell Ritchie

April 2025