

**C&TP 13<sup>th</sup> January 2022**

**Report for Agenda Item 9:** To consider contribution towards Town Guide to be produced by Town Team and possible purchase of page to promote the Council (report Cllr Ritchie)

**Situation:**

Malmesbury Town Team is producing the next edition of the Town Guide to be available from Easter 2022. It is intended to cover the 2022 and 2023 seasons.

In a development of style it will be produced in the form of a 24 or 36 page A5 booklet. An example is the attached guide produced by Pershore. This generates the opportunity to include much more information to attract and retain visitors in the town. A single page map version will also be produced.

It is considered the Guide will also be of interest to residents and new residents that it would be beneficial to have sufficient copies so the Guide can be distributed to each home in Malmesbury and via estate agents etc. This will require and increase in print run of 5,000 copies. The cost for this additional print run is £800 plus VAT.

It may also be appropriate for the Town Council to have a page in the Guide supporting the promotion of the town and, for example the Town Hall as a venue and or its parks and other facilities. A dedicated advertising page would be available at a discounted cost of £400 plus VAT.

**Proposals:**

(a) That Malmesbury Town Council orders 5,000 copies of the guide for distribution to current and new residents of Malmesbury at a cost of £800 plus VAT.

(b) That Malmesbury Town Council takes a dedicated advertising page in the Guide at a discounted price of £400 plus VAT plus an allowance for a likely design cost of £100 plus VAT.

(c) That the cost of (a) and or (b) is allocated from the £2,000 budget existing for additional Town Team related activities and is so proposed to P&R.

**Financial Implications:**

The financial implications of this proposal are as detailed above. The working assumption is that the Guide would be distributed by councillors and other volunteers at no additional cost.

Cllr Campbell Ritchie

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