

## **Re-Print of the Walkers Guide to Malmesbury**

### **1. Purpose of the report**

- 1.1 To provide the Committee with a history of the Walkers Guide to Malmesbury leaflet and to determine whether to reproduce it or not.

### **2. Background**

- 2.1 Some years ago the original Walkers Guide to Malmesbury was created by some local people who provided the text, photographs and art work for publication.
- 2.2 The Guide provides details in an easy-to-follow walk around the town with historical information about the places of interest.
- 2.3 The leaflet was for sale in the TIC for 50p a copy since its production until last September when the Committee agreed that it should be free.
- 2.4 The group that created the document never charged the Town Council for the use of the text, photographs and art work and had intended for the leaflet to be given away at no charge to help to promote Malmesbury and its tourist trade.
- 2.5 The Information Centre has come to the end of its supply of the free leaflet (2000 produced around this time last year)
- 2.6 The Town Team produces a free town guide without the guided walk and the historical details.

### **3. Financial implications**

- 3.1 A reprint would be;
- 1000    £265.00
  - 2000    £348.00
  - 5000    £580.00

### **4. Proposal**

- 4.1 Members of the Committee determine whether to go ahead with a reprint of the Walkers guide to Malmesbury.