

Councillor Initiative

1. What is the Initiative?

To create a small flyer listing events in Melksham this summer, to be distributed to all houses, schools and businesses..

2. Where is the initiative taking place?

Across the whole Melksham area.

3. When will the initiative take place?

Distribution of the leaflets will take place from early May.

4. What are the Community benefits/evidence of need/desired outcomes?

Melksham has a rich calendar of events which serve the residents and bring in people from far away as well. Each event is the result of many hours of voluntary work and by co-ordinating the publicity we hope to maximise the use of time and resources. The internet and social networks are also used, but a paper leaflet will ensure the widest possible accessibility.

5. Who will Project Manage/be responsible for this initiative?

Melksham Town Council will facilitate the organisation and administration of the publicity campaign.

6. Costs/quotes/ match funding?

Cost of printing: Footfall Direct: for compliment size leaflets on medium quality paper £441.58 plus design cost of £144 - total £585.58

7. Additional information

