



## Stamford Vision: Business

### Notes from the meeting 1.04.04

1. Business Awards:  
Nadine is holding her Business Awards at the Test Valley in May and this will be useful information as we pursue a similar scheme here.
2. Forward investment pack: A discussion took place about the purpose of the pack and the importance of identifying both our 'customers' and the 'route to market' for the pack. Teresa Sumpter, who is involved in inward investment at District level, has provided a list of the items which she puts in the packs she sends out. The list is attached for everyone to review before the next meeting when we hope Teresa will be able to attend.
3. Benchmarking: The purpose behind the benchmarking process is to produce information which is useful for both existing businesses in the town, as well as new businesses who might be considering setting up in Stamford. The information could therefore, be included in the forward investment pack. The paper which outlines the key performance indicators which will be used across the Welland is attached. Please consider whether this is all we want to know for Stamford, as we can include extra measures if we wish, for our own year on year comparison.
4. Market Towns Week: A schedule across the region is being produced advertising events.
5. Adaptive reuse: we will have to consider how we can build up a database information to support this project in the long term.
6. AOB:
  - a. A presentation took place on the 30<sup>th</sup> March attended by two members of the business group, as well as the urban group. The consultants gave a presentation on wayfinding and badging for the town. Some hard copies of their presentation exist if anyone would like a copy.
  - b. Andrew Harwood mentioned a copy of a minute between Business Link and emda which suggests that they are still considering pilot towns in the region for a business centre. Our work on the inward investment pack may assist us in making a bid of this in the future.

### Date of the next meeting to be arranged.

Action	Individual
Look at the inward investment list of documents - are they appropriate for our pack?	All
What is the likely distribution of the pack?	All
Meeting of those interested in giving advice in order that they can be included in the inward investment/ business centre work	Nadine