



Stamford Vision: Marketing

Notes from the meeting on 11.11.04

1. Mike Exton and Tracey Crawley attended as new members. ME explained what the Town Council are arranging over Christmas, including a Christmas Tree in Sheep Market (switch on the evening of 4th December) and additional lights in Red Lion Square.
2. PS explained that there have been changes to Lincolnshire Tourism. The new route for putting Stamford on the tourist map is via Lincolnshire Tourism to East Midland Tourism which ultimately leads into Visit Britain. The attractions and accommodation providers need to feed material about their activities into this process in order to reinforce the point that Stamford is a visitor destination in its own right. SKDC have now agreed the organisation's priorities and tourism is low priority. We need to find out the consultant's recommendations are and what the impact of this decision will have on the current level of support which the district gives to the town and vicinity.
3. Publications:
 - A meeting was held on the 'Hour in the town' publication and MS will circulate the revised text for comments.
 - NRJ suggested that we work in conjunction with his publication to develop a 'Pride and Prejudice' leaflet to coincide with the release of that film.
 - The Museum is in the process of updating its excellent Town Trails series.
 - MS's history of Stamford pubs and breweries will be available next autumn.
 - ME and PS will liaise over the 'Official Guide', particularly regarding its distribution.
4. Events:
 - The January event, 'Showcasing Stamford' will take place on Wednesday 26th January in the Ballroom at the Arts Centre, 11am until 1pm. This will launch the events guide being compiled by Nick Rudd Jones and representatives from town organisations which are in the guide will be asked to attend and they will be given the opportunity to share information about their events. Lincolnshire Tourism and East Midlands Tourism will also be invited so they can see what is happening in this area, as well providing them with the opportunity to update everyone with what is happening within their organisations.
 - Market Towns Week: This was discussed and it was agreed that as 2005 is the 25th anniversary of the Stamford Festival and a great deal of effort is being put into widening this into Stamford Arts Festival that the MTW would not be this group's focus next year.
 - The annual review of Stamford Vision groups will take place on the 14th of December, invitations to be circulated shortly.
5. Maps: The three dimensional map from Cityscape was presented and favourably received and the urban group will be overseeing the implementation of the project.
6. AOB:
 - The town council has agreed a budget for tourism related expenditure which is to be welcomed. They will be holding events on the Meadows throughout the year.
 - The Museum is celebrating 25 years in its present site in 2005 with an exhibition.

Date for the next meeting is the Showcasing Stamford event.