



## Stamford Vision: Marketing

### Notes from the meeting on 8.9.04

1. Tim Lee was welcomed to the group as a representative of the Chamber of Trade. Liz Hudson was introduced by Jo Pavey as the new assistant at Burghley whilst she is on her sabbatical, we look forward to her being a member of the group.
2. SKDC have been setting their priorities in recent months and tourism has been given a very low priority for the District Council's budget setting, this coupled with the departure of two tourism officers including Ginny Beckett, has given rise to concern over the future support which the tourism sector in Stamford might receive. The District Council have employed an external consultant to hold a seminar to find out what the needs of the sector are and an invitation has been circulated for the event on Thursday 16<sup>th</sup> September (copy attached). If you are unable to attend please do write to express your views.
3. Publications: Martin is distributing the reprinted publications and orders worth about £80 have so far been sold. A meeting is to be arranged to move the 'Hour in the town' publication forward. There was some discussion about the official and unofficial town guides as well as what literature this group might produce. The idea of collecting information about the filming of 'Pride and Prejudice' so that a publication can be produced to coincide with the film's release was welcomed. Martin is currently working on a history of Stamford pubs and breweries.
4. Events:
  - The January event, which will be the launch of the events guide being compiled by Nick Rudd Jones, was discussed and it was agreed that with the uncertainty over the regional tourism support that it would be good to invite representatives from those organisations including Lincolnshire Tourism and East Midlands Tourism, in part to remind them that Stamford is in Lincolnshire! A date is to be finalised once availability of the Arts Centre was established, but to be in the week commencing the 24<sup>th</sup> January.
5. New signs have been put up from the railway station, please have a look at them as they could form a standard approach to signage in the town. In addition, new and refurbished finger posts have been installed in key central locations. A mapping company has approached Stamford Vision as they want to provide a 3 dimensional map and locate it in the town, it was agreed to ask their representative to the next meeting.

The next meeting will be on;

**Thursday 11<sup>th</sup> November, 6pm** – at Burghley, in the Guide's room