

Stamford Vision: Marketing

Notes from the meeting on 19.06 06

In attendance: Philip Sagar, Jo Tinker, Tracey Crawley, Barbara Copley, and Catherine Hammant.

Apologies: David Moss–Bowpitt, Mike Exton, and Tim Lee.

1. Updates:

- Gateway: The project is under review at present following the decision of the Planning and Regs committee at LCC not to make the changes to the TROs. Work continues with the Liaison Group to find a way forward.
- Hour in the town: Feedback has been received from several members of the group and these changes will be incorporated. A request has been made to Stamford Town Council to fund a further 10,000 copies and they will be considering this at their meeting on 20th June.
- Pride & Prejudice Leaflet: Of the 120,000 printed there are now only 2,000 left. Jo has arranged for distribution through the 'Take One' system. Adverts have also appeared in coach and car magazines courtesy of Burghley.
- SKDC's tear off map: These have now been updated.
- Visitor satisfaction survey: This was more of a 'users' survey than a strictly visitor one. The results are interesting and the 'headlines' are attached below. Tim has given feedback which the consultants have taken on board.

2. Publications:

- SKDC's Heritage Guide – Barbara brought mocked up copies of this year's guide for comment. Catherine will provide pictures and text for consideration.

3. Showcasing Stamford event:

- This took place at Burghley on the 1st June. It was an excellent event giving those involved in tourism a chance to see the new Brewhouse reception and visitor information centre at Burghley. It was agreed that this was a worthwhile event but that next year it could be slightly earlier in May.

4. AOB:

- If anyone has events coming up it is worthwhile letting Barbara know as she can put them on the South West Lincs web site – www.southwestlincs.com
- Barbara is going to survey accommodation providers later in the year to get feedback from visitors about why they come to the area.

Date of next meeting: **Tuesday 5th September 06** at the Museum.

Visitor/ User survey April 2006

Headline findings

150 questionnaires completed on the 2 Friday's before and after Easter.

- Over 90% questioned came from PE9
- Over $\frac{3}{4}$ of visitors were visiting to shop (great majority of those non food)
- 85% stayed for 2 hours or less
- Over 90% visited at least weekly
- 56% came into town on foot or cycle, 42% by car, including taxi
- Nearly $\frac{1}{4}$ voted Stamford's appearance as its best feature (with a further 9% mentioning its historic nature/ atmosphere), followed by 15% valuing the choice of shops/ restaurants/ nightlife, 13% rating the town's friendliness, 10% remarking on pedestrianisation and linked to this, 9% praising its accessibility.