

Stamford Vision: Marketing Group.

Notes from the meeting on 24.10.05 6pm. Burghley.

In attendance Jo Pavey, Derek Harrison, Martin Smith, Catherine Hammant, welcome to Steve Whittaker the new marketing manager at Stamford Shakespeare Company and Julia Walker.

Apologies Philip Sagar, Mike Exton, Barbara Copley, David Moss-Bowpit, Jill Collinge, Tracey Crawley

1. Publications

- a. Hour in the town: MS has done much of the layout work now, the photos are being returned to NR-J to see if thumbnails can be provided. CLH to pass on the quote obtained from Spiegls and MS will obtain further quotes on the same basis for direct comparison.
- b. Pride and Prejudice distribution: The publication has been very popular both with locals and visitors. There has been a substantial increase in visitors to the house particularly at weekends since the release of the film compared to the same time last year. JP explained that the distribution of the Stamford and Burghley leaflet will be on a fairly informal basis at present with a more major distribution to link in with the DVD release in February. JP will investigate distributing via the Visit Britain system; PS is contacting Lincolnshire Tourism and CLH to ask SKDC what their current distribution arrangements are. DH agreed to cost inserting the leaflet into their new seasons mail shot along with their own publication.
JP has also arranged for some A3 posters to be printed and these will be going out shortly to coach operators.
The Emda movie map is being distributed widely and mentions both Stamford and Burghley although none of the locations have in depth write ups.
- c. SKDC's print: In the absence of those who are involved with this it was agreed to defer discussion. JW made the point that it would be useful to have some continuity between printed material. It was agreed that the way forward might be to include a Stamford logo or strap line and encourage as many people as possible to incorporate it into their own print.

2. Festivals

The response from those who attended the meeting in September is awaited, but the delay is to be expected as they needed to refer back to their individual management committees to see if there is general support to the ideas raised.

3. Stamford Vision CIC and business awards

Stamford Vision has just been registered as a new Community Interest Company which should help to make the operation of the organisation as transparent as possible. The company has to show that it exists for the benefit of the community and has to send in an account of its activities to Company's House each year.

The Stamford Vision Business Group will be holding business awards in February some of which may be highly relevant to the tourism industry. Once the categories have been finalised then the group might like to disseminate the information to their contacts.

4. AOB

Stamford is now officially the best market town in the Midlands region and is through to the final of the Country Life/ Strutt and Parker competition. Great write up in this week's magazine.

5. Date of the next meeting: Monday 28th November 6pm, at the Irson Room Stamford Arts Centre.