



Stamford Vision: Marketing

Notes from the meeting on 22.03.05

1. Barbara Copley from SKDC was welcomed to the meeting, Gerard Hagen has tendered his resignation due to pressure of work, thanks were registered for his help.
2. SKDC have still to agree the future for tourism related issues. BC brought the consultant's review; please ask CLH to see this if you would like to study the whole document. There is a meeting to look at events on 23.03.05 between CLH and the tourism team at SKDC.
3. Publications:
 - The 'Hour in the town' publication is now a priority but formal permission is required to use the 3 dimensional map from Cityscape maps, CLH to obtain. MS will look into whether an introduction is required once the layout has been determined. MS will obtain 2 quotes for the printing, either in large numbers (if it is to be distributed as a free publication) or more modest numbers if it is to be offered for sale (at say 50p.) We will then be able to decide which is the best route to take.
 - ME and PS will liaise over the 'Official Guide'.
4. Market Towns' Week:

The Welland Brochure was circulated, there will be two main foci for the week -

 - 'Pride and Prejudice' - a one day community event centred on St George's Square on 1st May and linked events throughout the week by the library and museum;
 - Markets: Friday market and farmers' market to be promoted, continental market on Sunday 8th May. Members of the group to consider whether there is anything that they can do to enhance the market on the 6th.
5. Cityscape Map:

The finished version was circulated; the urban group are to be congratulated to bringing this to fruition. Map dispensers are beginning to appear in the town.
6. Updates from group members:
 - ME mentioned that the Town Council has allocated £2,000 out of their precept for tourism. There are a number of events taking place on the Meadows over the summer as well as a Silver Jubilee dance at the Arts Centre on the 17th June.
 - The 25th Anniversary of the Festival will see the launch of a Stamford Arts Festival, including a filmmakers' festival, a wine evening, a theatre production aimed at teenagers and comedians at a ticketed event on the Meadows the night before the Riverside Festival.
 - The Endowed Schools will once again be the hosts for an international music festival during August.
 - The Arts Facilities at Stamford School are being upgraded which would allow scope for an art themed event.
 - NRJ mentioned that he believed that there is scope for a food themed festival.
7. AOB:
 - The previous Showcasing Stamford event run by the group and the above discussion highlighted a desire to think through a Stamford programme of festivals, perhaps with a linking logo or strap-line to unify all that is going on in the town. It was agreed that MS should ask David Popple to attend the next meeting, and either 11th or 18th May was suggested.

Date for the next meeting to be advised.