



Stamford Vision: Marketing Group.

Notes from the meeting on 25.05.05 6pm. Stamford Arts Centre.

In attendance PS,TE,TC,JC,MS,MS,NG,GB,DP,DM-B,CH-G,CLH

Apologies received from NRJ,TL,DH,ME.

Graham Burley from the Arts Centre/TIC and Tessa Easton from The Forge in St Mary's Street were welcomed to the meeting. Mike Sibthorp and Neil Cuttall from SKDC also attended the meeting.

1. Stamford a town of festivals: discussion with David Popple from Stamford Arts Centre
The idea of developing a strategic approach to festivals was welcomed by the group. It might make sense to try and start to consider a branding of these activities. There is no desire to take over the running of any event or alter what is actually taking place. Rather the initiative should be seen as giving encouragement to those groups currently involved in activities and provide the opportunity to communicate the events to a wider audience through the events calendar and other initiatives. In particular, the advantage of joint promotion needs to be explored, emphasising the wealth of festivals which already take place. This may in time result in any gaps in the programme, both in terms of when and what type of event, being filled. It was agreed that we should be working towards a workshop on festivals in the third week in September. From that workshop a clear strategy for the future promotion and advertising of the events can be agreed and drawn up. Everyone was asked to compile a list of people who should be invited and send this to CLH in the next two weeks (by 9/6/05). We may need to specify what type of event is truly a festival but at this stage the aim is to cast the net as widely as possible. The Chamber is very keen to actively support events in town and TE offered specific help in communicating with and getting shops to open to complement festivals.
2. Publications:
 1. 'An hour in the town' – MS is working on the design now that the map has been sorted out.
 2. Pride and Prejudice print – PS explained that Lincolnshire Tourism are working with other locations in the film in the East Midlands to make a concerted set of publications/ products to make the most of the film launch in September. Stamford Vision strategy group have already allocated support funding for print. PS&CLH are to meet with Burghley and Fergus Mack of Lincolnshire Tourism early in June.
 3. CLH raised the question of working with a local photographer (Diane Mackenzie Ross) on a calendar and a meeting should be arranged between GB, the photographer and the town council. Sensible print runs need to be considered and if support was to be given by Stamford Vision it would be seen as pump priming only (refundable once break even reached). Consideration of other pictures available to be given.
 4. Future publications including current free Stamford Guide and accommodation guide – MS explained that now that there has been a reprioritising at SKDC there is now no longer the same budget available for town based publications. A meeting with PS/CLH/BC and MS will look at the possibilities, including avoiding duplication of effort in more detail.

Action

ALL

MS

CLH/GB/
ME

PS/CLH/
GB

Date for the next meeting 6pm Monday 20th June at the Arts Centre.