



Stamford Vision: Marketing Group.

Notes from the meeting on 20.06.05 6pm. Stamford Arts Centre.

In attendance PS, JC, NG, GB, NR-J, CLH.

Apologies received from TL, TC, BC, DM-B.

1. Stamford a town of festivals:

There was a keenness to begin to badge Stamford as 'a town of festivals' and it was agreed to pursue a meeting at the end of September between interested parties. A list was generated of those individuals who might be interested in getting together on this subject. NR-J mentioned that he and Sarah Lyon were considering setting up a food festival in June 2006. CLH to provide details of the food competition which the Welland Food and Drink initiative are running this summer. Progress was made in defining what a festival is, as there should be a distinction between this and an event. The crucial elements are that a festival should:

- * Run for more than one day
- * Pull people into the town
- * Be distinctive/ original
- * Be run by a driving force.

2. Publications

- a. An hour in the town: nothing to report at present
- b. Pride and Prejudice related print: Working with Lincolnshire Tourism there is a concerted effort to capitalise on the release of the film in September. There is to be a calendar and at a recent meeting it was agreed that this will be a Town Council initiative. Stamford Vision and the Arts Centre will work on a set of 6 postcards and possibly other tourism related products linked in visually with the film. In conjunction with Burghley, Stamford Vision will be producing a leaflet about the making of 'Pride and Prejudice' and the links to the East Midlands Tourism project will ensure that this has a wide circulation. It is the intention to make one side very 'Pride and Prejudice' specific whilst keeping the reverse side much more generic and referring to other attractions in and around the town. Businesses in the town need to consider whether they will be producing a 'Pride and Prejudice' product as it may be possible to attract some East Midlands funding.
- c. Other publications: PS and CLH met with SKDC's tourism team and the different publications currently produced were discussed. Currently the thinking is that the accommodation guide will continue, perhaps with additional information, but that the smaller, free, leaflet will be discontinued and replaced with a commercially produced tear off map.

Date of the next meeting 18th July 6pm at the Arts Centre.