



## Stamford Vision: Marketing Group.

### Notes from the meeting on 1.8.05 6pm. Stamford Arts Centre.

In attendance PS, JC, MS, NC, LH, TL, GB, NR-J, CLH.

Apologies received from BC, TC, DM-B.

#### 1. Publications

- a. An hour in the town: Deadline of September for producing the draft, CL and MS to obtain costs for printing. It was agreed that this would be revenue generating, final purchase price to be agreed once the printing cost has been determined.
- b. Pride and Prejudice related print: (The film is being released on the 16<sup>th</sup> September and there will be a two week run at the Arts Centre starting on the 30<sup>th</sup> September.)
  - i. East Midlands Tourism are to do a movie map with Pride and Prejudice locations on it as well as a dedicated website to promote the area's involvement in the filming.
  - ii. In conjunction with Burghley, Stamford Vision is producing 80,000 leaflets about the making of 'Pride and Prejudice' – one side very specific and the reverse side much more generic. Lincolnshire Tourism has agreed to help with its distribution.
  - iii. Post cards – images were circulated from a variety of sources and some decisions made about which made the best group of 6. They will be printed locally in time for the film's release and packaged together as a set.
- c. Other publications: Discussions are still needed on the future SKDC and Town Council promotional print.

#### 2. Stamford a town of festivals:

A meeting of those currently organising festivals will be held on Monday 26<sup>th</sup> September at 6pm in the Blue Room at the Arts Centre, as the first part of the marketing group meeting. This will be an opportunity to see how we can develop a joint programme. Currently those involved with the following will be invited:

1. Riverside Festival – Martin Smith
2. Stamford International Music Festival –
3. Stamford Festival – Hugo Spiegl
4. Arts Centre – David Popple (Guitar, harp, book etc)
5. Burghley – Philip Gompertz
6. Market Towns Week – David Brailsford (also Meadows events)

Please let CLH know if there are others who should be invited in addition to those in the marketing group.

#### 3. Hidden England:

The stately homes, which form part of this local group, have decided to widen their literature to include other local attractions. Burghley has approached Stamford Vision to see if we would be interested in working with them on this. It was agreed to pursue this for the next season as there is definite marketing advantage to joint working.

Date of the next meeting 26<sup>th</sup> September 6pm at the Arts Centre.