



Stamford Vision: Marketing Group.

## Stamford A Town of Festivals

Notes from the workshop on 26.09.05 6pm. Stamford Arts Centre.

In attendance Philip Sagar, Catherine Hammant, Mike Exton, Carol Harkness, Tim Lee, Dan Leetch, Sarah Lyon, Jo Pavey, Margaret Nicholls

### 1. What is a festival?

- \* It can last for a day, a week or even longer.
- \* There should be significant numbers of people involved and be aimed at the community/ public and their leisure time.
- \* It will often have a specific theme, perhaps be a celebration or have an educational dimension. It should be primarily aimed at enjoyment!
- \* It should be an annual or biannual event or commemorate a particular anniversary.
- \* Purely commercially run ventures are unlikely to be truly festivals, although they do add to the diversity of events in Stamford's calendar.

### 2. What Stamford festivals currently exist?

January	
February	* Book Festival (Arts Centre)
March	* [Mid Lent Fair]
April	
May	* Market Towns' Week - including Pride & Prejudice Day
June	* Guitar Festival (Arts Centre) * Stamford Festival - Parade of Floats
July	* Stamford Festival including the Riverside and Arts Festival * [Antiques Fair - Meadows]
August	* Stamford International Music Festival * Stamford Dog Show - Meadows * [Classic Cars - Meadows] * Stamford Harp Festival
September	* Burghley Horse Trials
October	* Apple Day
November	
December	* Stamford Christmas Market * Burghley Christmas Craft Fair

In addition, there are 4 Craft Fairs in the town centre annually and this year an additional Continental Market. Tolethorpe could perhaps also be incorporated as well as the Stamford Arts Centre 'Film Feast' if this is done again on an annual basis.

There may be an opportunity to set up a Food Festival promoting local produce perhaps in months where there are currently no other festivals.

### 3. Is liaison between groups worth pursuing?

a. Joint marketing: Currently festivals may involve themselves in local, regional and national publicity, some using dedicated web sites. There may be benefit in working together perhaps using an additional strap line on individual publicity such as 'Part of Stamford a Town of Festivals'. Possible future joint marketing might include working on being represented within the Lincolnshire Tourism literature and websites and from there linking through to Visit Britain. In addition a piece of print such as the one produced by Spalding might be worth considering as a summary of the larger event diary produced within 'Stamford Living'.

### b. Sharing ideas and best practice and cooperative working and influencing:

Some issues raised include;

- i. The cost of insurance – is there a way of having one rather than several insurance schemes?
- ii. Lobbying and liaising with local authorities to ensure consistency of approach eg on the use of market stalls, road closures and policing.
- iii. The best use of the limited volunteer pool and liaison with the volunteer bureau.
- iv. Liaison to ensure that there are no other clashing activities within the town when a festival is proposed so that an even coverage such as exists at present is maintained.

### 4. What are the next steps?

It was agreed that the next step to realising some of these aims would be for those who attended as members of management committees for an existing festival to canvass their members to see if there is an enthusiasm to take these ideas further. Please contact Catherine Hammant once you have had an opportunity to do this and then another meeting of this group can be convened.