

## Stamford Vision Marketing Group

### Minutes of meeting held on 28<sup>th</sup> February 2007

#### **Held at Stamford Museum**

#### **Present:**

|                    |                                      |
|--------------------|--------------------------------------|
| Philip Sagar       | Rock Lodge / Innpro.Co.UK Ltd        |
| Jo Tinker          | Burghley House                       |
| Cllr Mike Exton    | Stamford Town Council                |
| Paul Rose          | Stamford Chamber of Trade & Commerce |
| Tracey Crawley     | Stamford Museum                      |
| David Moss-Bowpitt | Stamford Endowed Schools             |
| Barbara Copley     | South Kesteven District Council      |
| Mary               | TIC                                  |
| Graham Burley      | Stamford Arts Centre                 |
| Jill Collinge      | Stamford Guided walks                |

**Apologies:.** Stevie Jackson, Tim Lee.

#### **Meeting:**

Philip Sagar (PS) welcomed all to the meeting. Stevie Jackson was unable to attend this meeting. It is her first week and the appointment was made without her involvement.

PS gave an update on the Gateway Project. There followed a lengthy debate about the project and the effects of the work and concerns were raised over the closing of the Wharf road car park during the same period of the Gateway work. JC was concerned that Buses were apparently being turned away from the Bus station PS to look into. Additional 100 spaces to be made available in the cattle market car park but not free? The Eleanor cross theme for Sheep market was discussed and JC felt that Malcolm sergeant would have been a better theme for a monument.

PS updated all on the PR undertaken and positive interviews given on local radio. PS also reported on the Rutland radio campaign that started on the 26<sup>th</sup> February for 4 weeks giving a positive message that Stamford was open for business and a great place to shop. Script was circulated for info.

‘Wayfinding’ and signage were discussed. It was agreed that a Sub group be formed to examine the existing signage and future needs working with the chamber. GB,JC and ME offered to assist with support from TC. PS hoped that SJ would have an input at the next meeting. TC mentioned the work being done with Queen Eleanor School on mapping the alleyways and cuts. PS to discuss further with Soraya Smithson the project leader.

ME raised the issue of murals being considered on Horseshoe lane and Stamford walk. Perhaps a Stamford time line?

BC update all on the reprint of the SKDC tear off maps. Concern was raised over the actual size of the map versus the advertorial space.

Jo Tinker (JT) suggested a timetable for the Spring launch event to again be held at Burghley. To discuss at next meeting.

The P&P leaflets were now exhausted. (120,000 printed and cost shared between Burghley and Vision) They were well received and attracted people into the town and the leaflet could be used by tourists to see what they could do while in Stamford. It was felt that at this time there was not the need to print an updated version.

PS again emphasised that that the Stamford Trail leaflet 'An hour in the town' that was printed last year (20,000 at £2,700 with £1,000 contribution coming from the Town Council) only has a planned 18 month/2 year lifespan and that we should be thinking now on how to improve and incorporate the Gateway changes to Red Lion square and Sheep Market.

As discussed at the last meeting in January the town council's latest Stamford Guide is again of a poor quality (although the pull out map in fairness is very good), the group suggested that the new town Clerk should be briefed and it was hoped that the town Council would not extend any further their involvement with the current publisher beyond this 3<sup>rd</sup> print as the group felt there were better companies to use or ways of working in partnership to ensure a better presentation for Stamford in the future. ME advised that the new Town Clerk – Patricia Stuart-Mogg was now in post.

PS stated that we need to give thought to planning events to celebrate the Gateway projects completion. This should celebrate Stamford's unique choice and diversity of shopping especially with a high proportion of independent retailers. To discuss at next meeting.

Thanks to Tracey and the Museum for their hospitality in hosting the meeting.

*The next meeting to be held at 6pm on Wednesday 4<sup>th</sup> April 2007 at Stamford Arts Centre..*

**Footnote:** *As there was no official minute taker the Chairman has done his best to represent the minutes as he noted them. Although it was difficult to make notes and chair such a lively meeting! Philip.*