



Stamford Vision: Marketing

Notes from the meeting on 20.1.04

1. Publications – in hand, text for ‘One hour in the town written and photos being taken by Pete Murray. Map will be from GR Graffix once the right level of detail is established.
2. Events listing – John Pointer has looked at web sites. He will now think about the possibility of producing a list without contact details so that there are no data protection issues. Nick mentioned that he is producing ‘Essential Living’ in May which will cover local attractions within a 14 mile radius of Stamford. This may include general event information although he cannot be too specific as this will limit the shelf life of the publication.
3. Spring tourism launch – Jo requested that the date for this event be moved to Tuesday March 23rd between 4.30 and 6.30pm finishing with a glass of wine. It would be possible for some of the organisations to put up stands as well as the usual literature swap. We agreed that this would be an event at which local tourist attractions be encouraged to come along and explain what they are going to be doing in the season ahead. The invitation list should include those from SKDC/ Stamford Vision and Burghley House lists. It would also be possible to widen the invitation to others in Rutland, the five houses which make up Hidden England with Burghley and Gerard’s London contacts with coach operators. We will also seek to involve those involved in twinning in the town as well as anyone who we believe is a ‘front line ambassador’ such as the guides from Burghley or anyone who is in a position to make recommendations to visitors.
4. Survey of group facilities – to be updated at the next meeting.
5. Mapping –PC Graffix will be coming to Stamford to discuss this shortly. We are hoping to commission an expert on signage to work within the town and a ‘house style’ for all signs/ promotions print will hopefully arise from this exercise. Consultation will be key if we want to achieve wider adoption of this style and Nick suggested we try and involve local designers at an appropriate stage.
6. Market Towns Week
The main event which is still to be organised is the Maypole dancing. We are hoping to involve local dance troops.
7. Opinions on hotels
A general discussion took place about the site on North Street as well as a more general one on the general perceived need for more accommodation in Stamford and its possible type.
8. AOB:
Lincolnshire Tourism are holding a business cluster event on 2/2/04 details attached.
Stamford Endowed Schools will be holding a major event for the 60th anniversary of the Battle of Arnhem in October.
Coach and group tourism: this should form a separate item on next time’s agenda.
The next meeting will be on **Tuesday 24th February, 6pm** – at Stamford School –same room as before – please contact CLH for directions if you are unsure.

Action	Individual
Meeting with Graffix	Catherine/ Nick
Front line ambassadors and tourism business contacts – compile a list	All
Contact Brasenose Morris dancers for Mayfayres Day	David
Collect information about coach and group tourism	Jo/ Gerard