

MINUTES OF THE TOURISM SUB-COMMITTEE HELD ON THURSDAY 11 OCTOBER 2007

Councillors Harper, Harris, Rogers (Chair), Mrs Brown, Mrs Rushton, Mr Baker, Mr Rose.

Councillor Harper was welcomed to the meeting

42.07 DECLARATIONS OF INTEREST

None were declared

43. APOLOGIES

Apologies were received from the Mayor, Councillors Baddeley, Deane, Sheldon. Mesdames Humphreys, Corbishley, Deane and Messrs Robinson, Daley and Vowles

44. MINUTES AND MATTERS ARISING

The Minutes of the Meeting held on 13 September 2007 were agreed and signed. Re Minute 36a: the display cabinet was now in situ and was admired. Re Minute 36d: Councillor Harris reported that quotes were being obtained.

45. 2008 CALENDAR

Councillor Rogers reported that calendars were now in the retail outlets and were starting to sell well, being very favourably received. Councillor Harris wished to minute congratulations to all concerned on an excellent job and said that it showed the Garden Town of Staffordshire in a very favourable light. Biddulph Link had decided not to promote the calendar, as it was felt to be a conflict of interest with one of the advertisers.

46. CHAIRMAN'S REPORT

The Chair reported on a recent meeting with the Market Towns Officer, Mrs Filer. Money from the calendar sales was to be ring-fenced (with financial reports to the Market Towns Officer) and used for future promoting Biddulph projects. There was urgency to spend the allocated funding for promotional items over the next quarter.

The hessian bags were to be ordered in the next week (£1,200). There was also funding available to pay for advertising of the promotional items. It was suggested that a page could be taken with Biddulph Link and a quote was requested from Keith Rose. (All requests for funding to be accompanied by two quotes.) Funding for lighting/stalls/generators/advertising for the Christmas market could also be available.

The Administrator reported on a useful discussion with the District Council Acting Tourism Manager regarding her department's involvement with the work of this committee. A Biddulph image bank is being produced; one more Biddulph leaflet is in the pipeline (possibly of the Biddulph Valley Way) and a series of Healthy Walks is in production.

Mrs Filer was very interested in the listing of important features project and asked to be kept informed on this.

47. PROMOTIONAL ITEMS

a Hessian Bags

The retail price of £2.50 was approved.

b Biddulph Mug

The Biddulph mug already in production by Edwardian China was suggested as a quick win.

c Key Ring

These always sell well – Ms Brown had researched some possibilities which were circulated. Other items were also discussed: tie pin, biddulph broolly, tablemats and diaries.

d 'Where to Stay' Leaflet

This was to be reprinted and it was moved to ask if Market Towns could fund this. Mr Rose suggested we sell these items through the website – this was being looked into by Ms Brown. The Mayor had suggested purchasing paper bags to put items in.

47. MUSEUM/ARTS CENTRE

It was needed to form a working group for this and it was proposed to send this request to the Regeneration Executive. Mrs Rushton agreed to raise it as AOB at that meeting.

48. OTHER BUSINESS

a) Walks booklets – Mr Nightingale had said that he would be happy to help with developing new a book. It was moved to get copy and ask if he would be willing for his material to be re-used.

b) The Administrator reported that English Heritage are now in a position to award some grant assistance for the restoration of the tower at Biddulph Old Hall and that she had written a letter of support, requested by the owners.

49. DATE OF NEXT MEETING

The next meeting will be held on Thursday 8 November 2007 at 7 pm.

The meeting closed at 8.05 pm

Signed Date