

MINUTES OF THE TOURISM SUB-COMMITTEE HELD ON THURSDAY 13 SEPTEMBER 2007

Councillors Adams, Baddeley, Deane, Harris, Rogers (Chair), Mrs Humphreys, Mrs Brown, Mrs Corbishley, Mrs Deane, Mrs Rushton, Mr Baker, Mr Rose and Mr & Mrs Pass.

Introductions were made.

32.07 DECLARATIONS OF INTEREST

Councillor Deane declared a pecuniary interest in the Agenda, in that he had some minor business interests in the town.

33. APOLOGIES

Apologies were received from the Mayor, Councillors Hart, Jackson, Jones, Sheldon, Walley and Mr Robinson.

34. MINUTES

The Minutes of the Meeting held on 9 August 2007 were agreed and signed.

35. 2008 CALENDAR

The calendar was now with the printer, having been finalised last week – there was a deadline to meet the Market Towns timetable. The cost of printing (£1756.63) was being met by MTI and the calendar will be sold at £3.00 each, with the proceeds being ring-fenced for more promotional items. Mrs Humphreys reported that the Market Towns Officer had also agreed to cover the cost of the Hessian shopping bags, on the same basis. These are sold elsewhere in the region of £2.50 each.

The Chair reported that Mrs Filer had been impressed with the calendar and that she had said that a representative from the District Council's Tourism team would like to attend a future meeting and to work more closely with this committee. Thanks were given to Kate Thacker, Sarah Humphreys and Ve Brown for all of their hard work with this item.

36. PROMOTIONAL ITEMS

a Display Cabinet

The order had been placed and delivery expected within the next 10 days. (Total cost of £465 to be split between Tourism and Regeneration budgets = £232 from each)

b Postcards

A new postcard design was circulated – 100 of this and the original design had been printed. These retail for 30 p each and are selling well.

c Christmas Cards

It was decided to postpone the production of these until next year, as retailers have already ordered these for this Christmas.

d Illustrated Guide

Mrs Deane had brought along drafts of two illustrated books; one being a draft guide for the area, either walks or a circular tour. The books showed off Biddulph's points of interest and members felt that these would both be worth developing. It was moved to show this to the Market Towns Officer – one of the regeneration projects is links & interpretation and this would fit in well. It was also noted that the schools could use this material. It was suggested that a meeting be held with Mrs Filer, Mrs Humphreys and the Chair to discuss this further.

e Cards

Mr and Mrs Pass had brought along samples of local scenes that would be suitable for production as cards. These were circulated and it was agreed that this could be a future project.

f Branding

Mrs Humphreys suggested that Art at the Arms could use the Biddulph branded image for its literature and apply for MTI funding. It was felt that this would be of interest to members. Branding and the use of the Bateman clematis image on all literature (incl Staffs Moorlands brochures) will be discussed with Mrs Filer in the near future.

It was agreed to have a stall of promotional items at the Christmas market.

37. MUSEUM/ARTS CENTRE

Mr Rose had requested this item. He felt that as so many things in the town will change with regeneration, it would be good if something like this could be developed and had drawn up a paper of ideas. This was discussed and was considered to be worth starting with something small and working up. Several suitable buildings were identified and the possibility of incorporating this into the library was discussed. It was noted that Biddulph Historical & Genealogical Society operate from the library and that they have a good selection of original documents. Mrs Rushton said that BRIC had recordings of living memories, done a few years ago as part of another project. Councillor Harris reported that under the regeneration programme, the present library is to be relocated and expanded as an 'ideas store' and it may be possible to include a museum/heritage section. Another possible location to start a museum/arts centre in was the Victoria Centre. Mrs Humphreys suggested that she should contact the Economic Development Officer to see if there would be any funding for this project.

It was moved to do some more work on this and to bring information collected back to the next meeting.

38. WEBSITE LINKS

Mrs Humphreys proposed that we co-promote ourselves with other towns through our websites. There had already been an approach from a Congleton website. Members felt that this was a good idea and it was also agreed to try to get a link with the Heart of England website. It was agreed that the Biddulph website was one to be proud of.

Mrs Humphreys added that information on any future events needed to be entered onto a DMS (data management systems) form in order that details can be circulated nationwide via our tourist information centre.

It was also moved to ask Staffordshire Life to do a feature on Biddulph and this year's In Bloom success.

40. CHAIRMAN'S REPORT

- a) The Chairman congratulated the Biddulph In Bloom team members for the magnificent result after seventeen years of hard work – this was a massive achievement. He commented that tourism without flowers didn't really work.
- b) Re Councillor Deane's idea of motor home parking; the Property Services Manager has expressed keen interest and has been sent further details.
- c) Biddulph Grange Garden – Mr Baker said that there had been no new developments since the last meeting. Mrs Corbishley asked if the garden volunteers could be asked to come into Biddulph, dressed in Victorian costume, during the Christmas market and distribute Garden information. Mr Baker said that he would ask them.

41. DATE OF NEXT MEETING

The next meeting will be held on Thursday 11 October 2007 at 7 pm. (Councillor and Mrs Deane gave their apologies.)

The meeting closed at 8.25pm

Signed Date