

MINUTES OF THE TOURISM SUB-COMMITTEE HELD ON THURSDAY 5 JULY 2007

Councillors Adams, Baddeley, Deane, Harris, Jackson, Rogers, Sheldon, Mesdames Brown and Rushton, Messrs Baker and Rose. Also in attendance: Mrs Humphreys, Town Centre Co-ordinator

12.07 DECLARATIONS OF INTEREST

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

Councillor Adams declared a pecuniary interest in Minute 15.07, in that he had some minor commercial interests.

13. APOLOGIES

Apologies were received from the Mayor, Hart, Jones, Walley, Mrs Deane and Mr Robinson.

14. MINUTES

The Minutes of the Meeting held on 7 June 2007 were agreed and signed.

15. MATTERS ARISING

- a Town Hall events notice board too small. Councillor Jackson said that an electronic notice board would be very eye catching. A finger post sign to the town hall was also needed from the car parks. The Chair said that he would follow this up
- b Mrs Humphreys said that she was in the process of compiling a business database together and will circulate this to the next meeting.
- c Councillor Sheldon reported that vehicles are cutting through the wrong side of the traffic lights at Station Road and that this would cause a n accident if something was not done.
- d Art At The Arms – Councillor Deane reported that the Exhibition and Art Trail are going ahead and that he would like to ask the Mayor and Town Crier to present the prizes.
- e Councillor Deane pointed out that there was a need for motor home overnight parking within the town and suggested the Wharf Road car park. This would make Biddulph one of only four towns to do this in the UK and would lead to much publicity. It was moved that Councillor Deane draws up a proposal for the District Council.

16. 2008 CALENDAR

More garden photographs were received and discussed. It was felt that it would be preferable to have photos of publicly accessible areas and also to include a location map.

Regarding funding, Mrs Humphreys reported that the Market Towns Officer, Clare Filer, requires two quotes, as soon as possible.

17. DISPLAY CABINET

The Chair brought in some brochures containing cabinets. The costs were in the region of £600 - £700. Mrs Humphreys and the Administrator had met with Clare Filer to discuss funding for promotional items – it was possible to obtain funding for revenue projects, but not capital. The Administrator said that the Town Council held a regeneration budget and that it may agree to purchase the cabinets from this allocation.

18. GARDEN TOWN BRANDING

A letter was circulated from the Market Towns Officer to request that all literature has the same branding – font & colour schemes. This was agreed and it was moved to request that the logo of the Mrs Bateman clematis be included.

Councillor Sheldon said that she was disappointed that we are branding Biddulph as a garden town but that we have lost bedding at the leisure centre.

19. CHAIRMAN'S REPORT

The mouse mats will be distributed through the schools – it was suggested that school governors be asked to help with this.

20. DATE OF NEXT MEETING

Thursday 9 August 2007 at 7 pm.

The meeting closed at 8.35pm

Signed Date