

MINUTES OF THE TOURISM SUB-COMMITTEE HELD ON THURSDAY 6 MARCH 2008

Councillors Baddeley, Deane, Harper, Harris, Rogers (Chair), Walley, Mesdames Brown, Rushton and the Town Crier,

73.07 DECLARATIONS OF INTEREST

Councillor Deane declared that he held minor business interests in the town.

74. APOLOGIES

Apologies were received from the Mayor, Councillors Adams, Hart, Jackson, Jones, Sheldon, Mesdames Humphreys and Deane.

75. MINUTES

The Minutes of the Meeting held on 24 January 2008 were agreed and signed.

76. MATTERS ARISING

Re Minute 68a): Ms Brown had sent the calendar photographs to the Big Photo 2008 record breaking attempt.

Re Minute 69: MTP funding was not available for the book. The Chair suggested that this Committee made a contribution towards the printing costs. Councillor Harris proposed that £500 be donated and that a request be made that 40% of any profit from the book be donated to a charity of the Town Council's choice. This was seconded by Councillor Deane. All were in favour and it was also moved to remind the Society that they could also apply to other grant bodies, such as the Community Chest. Councillor Deane said that it would be a good idea to sell this book on the Town Council's Tourism stall at various events. He also requested that Mrs Deane's book on the history of Biddulph be an agenda item for the next meeting.

Re Minute 70: the Chair had written to the Portfolio Holder on his own behalf to request the removal of the pay & display system in Biddulph. He reported on Councillor Ellis's attendance at the last meeting of the Civic Committee and that charges will remain, but will be static in Biddulph – unlike Leek and Cheadle. It was noted that Sainsbury's was likely to operate a 2-hour free system on its car park and that Wharf Road would probably have to adopt the same.

77. PROMOTIONAL ITEMS

a) The jute bags were circulated for approval. Councils Connect, Darling Buds, Wains and Herbies had agreed to stock the bags and discussions were ongoing with Somerfield and Morning Fresh. Mrs Rushton said that BRIC would also stock them.

b) The Administrator gave a report on the income received from 1 April 2007 to date from promotional items. This was as follows:

Calendar	£1989.79	(=£2338 inc VAT)
Other sales	<u>£ 449.97</u>	(=£528.72 inc VAT)
Total	<u>£2439.76</u>	

This amount is to be ring-fenced to provide other promotional items.

The Chair reported that Brammers was owed £24 for calendar sale profits, which had been mistakenly paid to the Town Council. It was moved that this be refunded.

c) The keyrings had been delivered that day and it was moved to sell these also at £3.00 (£2.50 to retail outlets.)

d) Mr Robinson wished to discuss the production of Christmas cards. It was moved to bring suitable designs to the next meeting and Mr Robinson would approach the Business Chamber regarding outlets.

- e) Councillor Deane asked what was being done about the stall and back cloth. Mr Robinson offered to donate his gazebo and would also store it. Members accepted this offer and formally thanked Mr Robinson.
- f) Councillor Deane said that he would bring costings for the stocking-filler gifts to the next meeting.

78. DATE OF NEXT MEETING

The date of the next meeting will be held at 7 pm on Wednesday 16 April 2008.

The meeting closed at 8.00 pm

Signed Date