

MINUTES OF THE TOURISM SUB-COMMITTEE HELD ON THURSDAY 9 AUGUST 2007

Councillors Adams, Deane, Harris, Rogers, Sheldon, Mrs Brown, Messrs Baker, Cox and Rose.

21.07 DECLARATIONS OF INTEREST

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

22. APOLOGIES

Apologies were received from the Mayor, Councillors Baddeley, Hart, Jackson, Jones, Walley, Mrs Deane, Mrs Rushton, Messrs Daly, Robinson and Vowles.

23. MINUTES

The Minutes of the Meeting held on 5 July 2007 were agreed and signed.

24. MATTERS ARISING

Town Hall events notice board – Mr Cox said that the present board was full of non-Biddulph events. It was moved to ask the Councils' Connect staff to keep this board for local events, for two weeks maximum (dated on reverse). Mrs Thacker to discuss this with staff during training.

25. 2008 CALENDAR

More garden photographs were circulated, plus a mock-up of the calendar (designed by Mrs Brown). It was agreed to leave it to the Chair and Mrs Brown to finalise the content, email it to members and to place the order early next month.

26. PROMOTIONAL ITEMS

a Display Cabinet

The Chair reported that the Town Council had agreed the purchase of the cabinet and that 50% of the cost of £375 (+ delivery) will be met from the budget of this committee. The order will now be placed.

b Hessian Bags

Mrs Brown brought in a sample of a Fair Trade bag, to be funded by the Town Centre Co-ordinator's budget for promotional items. The bag would have a printed garden town logo and the company would undertake marketing in the local area. Quotes for 500 had been obtained and the anticipated retail price was IRO £4 to £5. It was moved to proceed.

c Notelets

Councillor Deane circulated some designs of Biddulph scenes by a local artist. It was felt that these could be a suitable addition to our stock of promotional items. Mrs Brown agreed to obtain quotes for printing. Other ideas were discussed and Councillor Deane is to bring a selection of local history drawings to the next meeting.

d Stall

Councillor Deane suggested that this committee has a stall at the Christmas market to sell promotional items. This was agreed.

Councillor Sheldon suggested that good quality stationery in a wallet would be a popular gift item and that high quality tea towels are also popular with visitors

Mr Rose asked whether it would be possible to sell these items through the web site and Mrs Brown replied that this was something she was working on.

27. BIDDULPH GRANGE GARDEN

Mr Baker reported that visitor numbers had been badly affected during July with the poor weather, although this had now improved with the better weather. Current events include a scarecrow trail. Also, several events had been booked for next year ~ the 20th anniversary of the National Trust acquiring the garden. There would be various events focussing on the past 20 years and also the next twenty. A weekend had been pencilled in concerning the history of the Grange as a hospital – sessions with past patients would be recorded. Biddulph Literary Group had booked the author Jenny Uglow to talk to the group at Biddulph Grange on 28 June 2008. There is a community-based project planned to involve local schools – willow sculptures.

Councillor Harris noted that 2008 is also the 10th anniversary of the Biddulph Festival. Mrs Brown said that any firm dates for 2008 would be included on the calendar, as this year.

28. MOTOR HOMES/COACH PARKING

Councillor Deane informed the meeting that he had sent a report on this idea to the District Council, as requested, but was still awaiting a reply. He had brought a copy of a motor home magazine for members to look at the publicity opportunity for Biddulph/Staffordshire Moorlands in the section of free advertising for those authorities with facilities.

29. BIDDULPH FOLK CLUB

Mr Cox reported that there are several ticketed events and visitors from all over the UK are booking tickets. It would be useful to send a list of B & B's with the tickets. Mrs Brown said that she was working on an updated list with the Town Centre Co-ordinator.

30. FUTURE AGENDA ITEMS

Mr Rose wished to raise the question of whether Biddulph should have a museum/arts centre. Mr Cox requested an item on behalf of the Folk Club – promotional gifts for visiting artists.

31. DATE OF NEXT MEETING

Meeting to be held on Thursday 13 September 2007 at 7 pm.

The meeting closed at 8.25pm

Signed Date
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