

MINUTES OF THE TOURISM SUB-COMMITTEE HELD ON THURSDAY 19 April 2007

Councillors Baddeley, Hart, Rogers, Meredith, Mesdames Brown, Deane, Rushton, Sheldon, Messrs Cox, Baker and Robinson

Also in attendance: Rachel Brown, Manager, Congleton Tourist Information Centre

62. WELCOME AND INTRODUCTIONS

Rachel Brown was welcomed to the meeting.

63. DECLARATIONS OF INTEREST

None were declared.

64. APOLOGIES

Apologies were received from the Mayor, Deputy Mayor, Messrs Cox, Harris and Sale.

65. MINUTES

The Minutes of the Meeting held on 8 March 2007 were agreed and signed.

66. MATTERS ARISING (Items from the Minutes and not on this Agenda)

- a Re Minute 56c) – a report was received that the Administrator had met with the Leader of the District Council, Head of Property Services and Councillor Gibson to discuss the theatre proposal. This will be looked at again by the new administration, following the election, and an update will be brought back to this committee.
- b Mr Baker said that the Tourist Information Board had not appeared yet.

67. CONGLETON TUORIST INFORMATION CENTRE

The Chair welcomed Rachel Brown to the meeting, saying that the Tourist Information Centre in Congleton was an excellent facility. Ms Brown said that she had various Biddulph leaflets in the Centre and that as tourists are not concerned with county boundaries we should aim to keep them in this area and encourage them to use the town centres. As tourism is not a statutory service, there is always a struggle to gain funding. Congleton TIC had 60,000 enquiries per year and also deals with ticket sales and other general information for the public. Souvenirs were sold to try to keep income coming in, but it was not possible to be self-sufficient. They have Garden Cottage and Chapel Croft listed on their B & B sections and these are considered to be of high quality. The staff promote Biddulph as much as possible. Of interest was the fact that 2008 is the Year of the Garden in Cheshire. Visitors also come to the area from the canal/narrowboat holidays.

Chair thanked Ms Brown for attending the meeting and making such an interesting contribution. He added that it was hoped that better links with District Council Tourism would be forged once the new manager was in post.

68. WEBSITE

It was moved to ask the District Council to include the Biddulph website in any future publications/leaflets. As a regeneration partner, the Town Council would like its logo included.

The Chairman brought the Biddulph Link to the attention of members. It was felt that it was useful to have links between websites and it was moved to recommend this to the Town Council.

69. PROMOTIONAL ITEMS

Mr Robinson circulated some samples and a price list. Rachel Brown commented that pens, postcards, key rings and coasters all sell very well in the TIC. Members were impressed by

the quality of the samples and it was moved to order 500 pens @ .68 p (+ VAT) and 250 mouse mats @ £2 (+VAT) with the Biddulph design on. It was also moved to order 500 Garden Town postcards and 500 Biddulph Grange postcards @ approx £34.

70. CALENDAR

The Chair asked members to look for photographs of gardens through the seasons. Three suitable ones were shown to members. Mr Baker said that he had some excellent ones of the Garden that were unpublished.

71. ART AT THE ARMS

Everyone had been very impressed by the standard of exhibits at the most recent exhibition. Janice Deane reported that the idea started when the previous tenants wished to attract more customers. The present tenants had expanded the exhibitions to the upstairs room. Two further weeks of display were booked until June and it was felt that would attract people into the town. There was to be a craft fair on the coming Sunday and Mrs Deane requested support.

72. CLOSING REMARKS

The Chairman thanked all members for their support during the last year and said that he felt that there was some progress being made, at last.

73. DATE OF NEXT MEETING

Thursday 7 June at 7 pm.

The meeting closed at 8.25pm

Signed Date
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