

Minutes of the Tourism Advisory Committee



Held on Wednesday, 13 August 2025 at
11am
at Stamford Town Hall

Membership

Cllr Ohela	A	Cllr Rahman	A
Cllr Sawyer	*	Cllr Winterbourne	*(online)
Cllr Wotherspoon	*	Cllr Waples	Substitute

Key: * - Present A - Apologies AB – Absent

Attendees:

Officer: Communications & Engagement Officer – Allie Margiotta

County/District Councillors: None

Members of the press: None

Members of the public: Six

TAC/25/001-Election of Chair of the Tourism Advisory Committee for the Municipal Year 2025–2026

Proposals for Chair were received from Cllr Wotherspoon

Proposal 1 - It was **RESOLVED** That Cllr Wotherspoon duly elected as Chair of the Tourism Advisory Committee for the Municipal Year 2025 – 2026

Proposed by Cllr Wotherspoon		
Seconded by Cllr Sawyer		
In Favour		Cllrs Sawyer, Wotherspoon
Against		Cllr Waples
Abstentions		
MOTION CARRIED		

TAC/25/002-Election of Vice Chair of the Tourism Advisory Committee for the Municipal Year 2025–2026

Proposals for Vice Chair were received from Cllr Wotherspoon

Proposal 2 - It was **RESOLVED** That Cllr Winterbourne duly elected as Vice Chair of the Tourism Advisory Committee for the Municipal Year 2025 – 2026

Proposed by Cllr Wotherspoon		
Seconded by Cllr Sawyer		
In Favour		Cllrs Sawyer, Wotherspoon and Waples

Against		
Abstentions		
MOTION CARRIED		

TAC /25/003-Apologies – To receive and consider for acceptance

None received

Proposal 3 - Apologies with valid reasons for absence were received and it was **RESOLVED** to accept apologies from Cllrs Rahman, Ohela

Proposed by Cllr Waples		
Seconded by Cllr Sawyer		
In Favour		Cllrs Sawyer, Waples, Wotherspoon
Against		
Abstentions		
MOTION CARRIED		

TAC /25/004-To receive any Declarations of Interests and Requests for Dispensation

None received

TAC /25/005- Non-Councillor Members

- i. The officer gave a verbal explanation of the role of non-councillor members and explained the process of how to apply.

TAC /25/006-Public Participation in Meeting

Proposal 4 - It was **RESOLVED** to suspend standing orders 3F for the duration of the meeting.

Proposed by Cllr Waples		
Seconded by Cllr Wotherspoon		
In Favour		Cllrs Sawyer, Waples, Wotherspoon
Against		
Abstentions		
MOTION CARRIED		

TAC /25/007 -Discuss the purpose of the Tourism Advisory Committee and establish goals

- i. Cllr Winterbourne gave an overview of the previous Tourism Working Group and initiatives already discussed previously including Heritage Open Days and signage in the town. Cllr Winterbourne highlighted support available from the Civic and Community Committee for ideas the Tourism Advisory Committee want to develop.
- ii. Discussion about the need to recruit and engage more volunteers to support organisations in the town, as well as providing them with visible support and recognition. The areas of heritage and welcoming visitors to the town could be seen as a priority. Cllr Waples discussed a positive response for a volunteer call-out

to assist with The Shack renovation project. Cllr Winterbourne advised that it is worth considering businesses that offer opportunities for their staff to volunteer in the community when it comes to recruiting volunteer assistance.

- iii. Discussion of the issue and challenges of gaining publicity for events to maximise attendees, including Heritage Open Days events, across the town. The need to attract more visitors to the town was also highlighted.
- iv. Discussion of funding avenues for tourism initiatives, and the enduring popularity of Stamford as a tourist destination.
- v. Discussion of existing Tourist Information avenues in the town.

TAC /25/008 -Update on maps and signage in the town

- i. Officer report on maps and signage in the town and overview of past discussions regarding the topic received.
- ii. Discussion on improvements that could be made to signage from the railway and available tourist information in the area. It was noted that a consistent approach/style is needed across the town in terms of the public maps available to be accessed by visitors.
- iii. Issue of noticeboard on Station Road having not been updated for years was discussed, with confusion about who owns it noted.
- iv. Discussion of the length of signage issues in the town and concern over the lack of a resolution.

12.01pm Councillor Max Sawyer left the meeting at this point.

TAC /25/009 -To discuss proposed ideas for the Civic and Community Committee

Deferred due to meeting not quorate

TAC /25/010 -To receive an update on Stamford Town Council events

Deferred due to meeting not quorate

TAC /25/011-Closure

There being no further business, the meeting was closed at 12.01pm

Date of next meeting – Wednesday, 08 October 2025

These minutes are subject to confirmation at the next meeting.

Signed on behalf of the Town Council as a true record of the meeting.

Signature

Date