

	<p>going ahead, using the opinionmeter located at the World of Beatrix Potter attraction. Richard has offered to do this with the WOW programme if the Steering Group want to.</p> <p>The programme will be distributed using AHA or NPD to ensure good coverage both locally and in the North West. The Bags for Schools are a good distribution channel for ensuring families receive the programme cost effectively. Gail will investigate whether they are distributed in February or Easter.</p> <p>A temporary installation either on, or near the lake (similar to the Red Balls on Grasmere) would generate interest and publicity in advance of the event. There is £1,000 currently in the SL TAG budget for 'public art' to be spent this financial year, this could be matched with money from another source to fund the installation. FRED is a Cumbrian arts installation festival in October, and may be a good contact to explore this idea further.</p> <p>Richard suggested creating a different theme for the event each year, similar to Edinburgh Festival; ideas put forward were 'Wet Weekend', 'Damp and Dangerous', 'It's Wet and It's Personal'. This might make it easier for attractions that aren't water related to think up ideas for activities and to distinguish each year.</p> <p>Other marketing ideas discussed were: WOW postage stamps, postcards, showing the WOW DVD on Windermere Lake Cruises, merchandise, bookmarks for libraries.</p>	<p>GM</p> <p>MM</p>
<p>4.</p>	<p>Windermere Water Drops – Richard Greene Richard has developed his ideas for channelling people down to the Glebe for the performance event (attached). The Steering Group were particularly keen on the idea of lots of water drops converging on the Glebe to create some kind of image and felt that this could be built into the community arts project discussed at the last meeting. Michaela will check whether Julie has given the Water Drops proposal to MIA and to ask for this theme to be used to inform the community arts project concept.</p> <p>The idea of creating some kind of text treasure hunt was also discussed, with some concern about making sure it is easy for everyone to understand. Folly have recently done a similar project where people learn dance steps from a podcast that they download, they then came together to</p>	<p>MM</p>

	<p>perform the steps at a location they were led to by text. This use of technology would appeal to our younger audience but may prove too complicated for the Steering Group to organise in the second year of the event.</p> <p>Richard Foster advised the group that during FRED he signed up to FRED alerts that gave up to the minute text alerts on activities and news related to the event. This could be publicised on the website and programmes and regular updates could be sent to participants over WOW weekend. FRED also used this as a way to get feedback from participants by texting them questions and asking for data. Michaela will speak to FRED about how well this worked for them.</p>	MM
5.	<p>WOW Factor Jeremy is working on the WOW Factor proposal, which will be circulated to the Steering Group in the next couple of weeks.</p>	
6.	<p>Date of Next Meeting 21 November 2006, 9:30am, SLDT Offices</p>	