

WOW 2007 Steering Group
2pm Thursday 26 April 2007, Windermere Lake Cruises Offices

AGENDA

Present

Julie Tait, Charlotte Brown, Adrian Faulkner, Richard Greene, Abi Willis, Carissa Lough, Michaela Markland, Dawn Hunter-Ellis, Gail Micklethwaite

1. APOLOGIES

Barry Butler

2. WOW FACTOR & PRE-SHOW ENTERTAINMENT

Following the last meeting JT has been looking into possible performers for the pre-Xarxa entertainment to start at 9pm on Saturday 9 June. The costs vary enormously from £600 plus expenses to £1,000 plus expenses. JT propose that the performance should have some relevance to Xarxa so that it is setting the scene for the later show.

GM will speak to Nigel Wilkinson about the possibility of some WLC sponsorship towards this performance, although it is felt that traders around the Glebe should also be approached for contributions.

MM to look again at the existing budget to see if there is the flexibility to pay towards the performers. Once the situation with the budget has been made clear, **JT to suggest possible performers and find out availability.**

DHE asked whether the Steering Group would discourage people from playing on the bandstand during the day. JT responded that Kendal Arts International and Michaela Markland do not have time to arrange this on top of the rest of the festival and that public liability insurance would need to be taken into consideration, but that there was no objection if someone else wanted to coordinate this.

The Steering Group discussed how to make sure that people returned to the Glebe for 9pm. AF suggested using 'electioneering' techniques by driving around with a loud hailer announcing the start of the show. Other suggestions were to ask the Road Train and Steambus to support banners for the day promoting the pyrotechnics show.

All agreed that the marshals need to be well briefed so that they promote the show all day on the Saturday. **AW to make clear that the fireworks can only be viewed from the Glebe in the publicity and marketing.**

3. MARKETING

Programme – 10,000 copies of the A5 programme have been printed. The group were pleased with the design and felt that it was a big improvement on last year.

AW asked for advice on the best avenues for distribution, the breakdown is as follows:

1,000 For the WOW Weekend
1,000 Windermere & Bowness Chamber of Trade
2,000 LDNPA (TICs, Ferry Nab, Brockhole, Staff etc)
2,100 Schools: Ambleside, Windermere, Langdale, Consiton etc (not Kendal)
550 SLDC Accommodation Providers
500 SLDC/Cumbria TICs
2,000 NPD Distribution
500 Ambleside Shops/Attractions
500 Partners/Funders/Sponsors

ALL to contact AW with other ideas for distribution.

It was agreed that the release of the programmes has to be timed right and that if some are to go into holiday cottages they should be delayed until the week of the event.

MM to contact Jane Kendall regarding distribution in Ulverston.

Website – Doug Greenhough at SLDT has worked hard on the website, which was launched in full on 15 April and has been ‘teaked’ to ensure all of the information is correct. Feedback regarding usability has been taken on board and a number of changes made. Some of the changes are not possible at this stage without a rebuild of the website.

RG questioned whether it would be possible to add the facility to download the WOW website front page as a screensaver. **AW to ask DG if a screensaver is a possibility.**

Media & PR – There has been a good response to the press releases so far, with coverage in local and regional (Manchester Evening News) press. Bay Radio, Lakeland Radio and Radio Cumbria have all covered the story.

AW is putting together a press release for the Programme Launch to be released w/c 1 May. Further releases on the historical and educational aspects will be released in the lead up to the event.

AW has built up a good contact with Border TV and they have expressed interest in attending a launch event to closer to the weekend.

Jane Hunt, Catapult PR, is providing some additional support focussed on promoting overnight stays.

AW is working on a launch event and will discuss ideas with Jane Hunt to gain maximum publicity.

Advertising – AW has arranged for an advert for 3 weeks prior to the event with the Westmorland Gazette, to appear in the main section. JT is negotiating an advertising campaign with Lakeland Radio/Bay Radio for two weeks prior to the event.

Additional Ideas – JT has been working closely with Imelda Winters-Lewis to coordinate with Art07, an Arts Council England event taking place in Kendal in June. Art07 has been moved to 8 June to coincide with WOW and Arts Council England is promoting WOW through their publicity for Art07. The group congratulated JT and IWL on achieving this and felt it was a positive reflection on WOW.

RG suggested that AW contact Julie Darroch at Cumbria Tourism to get some additional PR & Marketing support. **AW to contact Julie Darroch.**

RG suggested that a link with Water Aid should be explored for the event. Water Aid is a charity that has links to many schools. RG also suggested that some of the Manchester schools are already involved in a water project and that they might be open to receiving information about WOW. **RG to send links to MM.**

RG suggested we should add the video of WOW from last year to U-tube. It could be called WOW Unzipped and WOW zip ribbons could be produced to promote the event further.

4. Volunteer Marshalls

We have had 9 volunteers come forward for the WOW weekend, but we still need more, particularly on the Saturday evening from 20:30 – 23:30. All volunteers will be well fed and watered.

MM to send details to AF for Chamber of Trade.

5. Any Other Business

WLC has been approached by the Sailing Regatta to provide the water taxi for the weekend. Windermere and Bowness Chamber of Trade are continuing their support for the RNLI junior race.

6. Date of Next Meeting

10:10am (be prompt for sailing!!), Friday 25 May, WLC, Bowness Pier