

Minutes from the LTMP Steering Group Meeting on 13th July 2010 at the Marina Theatre

Attendees:

Emma King - LTMP
Susan Patterson - Palmers
Dan Poitras – The Britten Centre
Martin Halliday – The Marina Theatre
Hannah Statham – M & S
James Reeder - LTMP
Paul Bayfield - Bushells

CHRISTMAS

EK was pleased to update everyone that £1000 has been highlighted in the LTMP budget to put towards a Christmas event, this is due to the success of the events and promotions in London Road North which has allowed us to raise these funds. We discussed the possibility of using this money to promote the Christmas shopping times and Christmas Light Switch On or to use it for entertainment i.e. a Victorian Fair so that we can give Lowestoft a free event similar to Easter, please can you forward your ideas to Emma ASAP.

SP said Palmers were having an Open Evening on 18th November and this will be the start of their late night shopping Thursdays to go through to Christmas, Palmers will also be opening late for the week leading up to Christmas – 20th December – 23rd December. HS confirmed that M & S will be opening late on Thursdays and the week before Christmas. Christmas Light Switch On – 25th November - shops will be open until 8pm.

HS suggested that we choose a charity and hold Charity collections on our Christmas Light Switch On and the Late Night Shopping evenings – this idea was received very positively. Everyone to look into various charities and we will then all choose one at a meeting nearer Christmas. EK to speak to Licensing to confirm that we are able to do this.

JR suggested that we invite school choirs to sing in Lowestoft during the Christmas period.

CAR PARKS

JR to speak to David Gallagher to discuss the situation as the car park prices have increased again. EK/JR to discuss with David Gallagher free parking for the Christmas period.

LOWESTOFT AIR FESTIVAL ADVERTISING

PB has made a very generous offer to LTMP; he has given £1000 of free advertising on the big screen at the Air Festival. Format can be stills, pictures or PowerPoint – this will be needed in two weeks. Everyone to get their ideas to Emma by 5pm on Monday 26th July 2010 so that we can discuss it and make decisions at our meeting on Tuesday 27th July at 3pm – **THIS NEEDS URGENT ATTENTION PLEASE.**

'SHOP AT MY LOCAL'

JR suggested we all look at the <http://www.shopatmylocal.com> as this could be something that we could implement in Lowestoft.

LOWESTOFT TOURISM GROUP

EK reported that the meetings between LTMP Steering Group and Lowestoft Tourism Group had been very successful and it had been decided that LTMP will continue to meet at least once a month and then we will meet with Lowestoft Tourism Group every three months.

NEXT MEETING – THE MARINA THEATRE, TUESDAY 27TH JULY 2010 AT 3PM