

Leadership Groups

Please collectively complete one copy of this form for each town to leave with the Miller Research Team and keep a second copy for the group's reference. Further details (eg emails etc) can be added in due course and forwarded later.

1. Suggested membership for Leadership Group

- a. Who should be on the Leadership Group and is willing to champion and get involved with the Market Town Welcome work?

Representatives from	Names	Email/tel no.
Development Trust		
Local Tourism Association		
Local Authority (perhaps one from regeneration or planning and one from tourism or marketing)		
Tourism related businesses (ideally several sectors - eg accommodation, attraction, retail, catering)		
Relevant town organisations eg Chamber of Trade, Town in Bloom,		
Heritage sector eg Museum, Civic Trust,		
Other		

- b. Who will be the main contact for communications?

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2. Other organisations

Which other organisations should we involve or inform about the Market Town Welcome Programme?

Organisation	Involve or inform?	Contact name	tel/email/address

3. Business Survey

Who is willing to champion the business survey - by encouraging local businesses to fill it out online and handing out paper copies to any businesses with no internet access?

Names	Targeting specific sectors/geog areas?

4. Market Town Welcome Audit

Who should be nominated to help undertake the audit

From the Leadership Group	Focusing on specific elements?
Additional recruits (eg from Tourist Information Centre, with signing expertise, etc)	

5. Ideas for how to engage businesses

How can we get local tourism related businesses to respond to the survey, look at the website, post photographs and attend the workshop in March.

Ideas	How/who?

6. Workshop and Leadership Group Meetings

Can you suggest good days/timings and possibly venues for the meetings and workshop we need to organise?

Session	In period	Best dates	Best time of day	Best venue
Initial Leadership Group Meeting	Late February			
Market Town Welcome Workshop	First or second week of March*			
Leadership Group Action Planning Session	Third or fourth week of March (week before or after Easter)			

* Berwick in first week, other towns to follow