

# Yorkshire Dales Railway Museum Trust (Holdings) Ltd

## Commercial forum

12th November 2016 Embsay Station 10:30

### Minutes

#### Members Present

R.Whitaker, S.Arshad, K.Wareing, J.Beasley, M.Cleaver, S.Walker, D.Brown, A.Haspell, S.Green, W.Lister, M.Edwards, M.Green

#### Apologies

R.Shaw, A.Shortridge, M.Berry, L.Berry, A.Bosomworth

#### Santa specials

S.Arshad mentioned there is still a lot of empty gaps in the Santa Rota that need filling including the main role of been Santa Clause. This is an issue due to a few days where we still have no Santa.

R.Whitaker asked if it was worth sending another email out asking people availabilities again as we are getting closer to the event so people might know what they are doing now. It might also be worth asking the permanent way group as they may be able to help has a team like they did with the Thomas days, this suggestion was gonna be done in the next few days by S.Arshad.

S.walker mentioned the problem we have with the amount of phones calls and maybe a good idea if we could have someone to help with this.

A.Haspell asked when the marquee was been erected?

S.Walker said 16/11/16 and it will be heated.

R.Whitaker explained that if we can sort electric out hopefully we will be able to sell tea/coffee and cold drinks in the marquee as an extra service for people to get a drink upon arrival.

R.Whitaker has also got quotes for trailer toilets and will pass on to S.Walker.

S.Walker said 62% of the tickets have sold.

#### Halloween Review

S.Walker explained the tickets sales at Embsay was poor on the Saturday due to no one selling tickets but was slightly better on the Sunday.

R.Whitaker mentioned that the organisation and communication was not has good as we felt it could of been better at times.

J.Beasley made a Pumpkin headboard and also had no communication as to weather it was needed or not.

We advertised face painting, story telling, colouring in and pumpkin carving, due to lack of information but none of these was carried out.

S.Walker expressed his feelings regarding the falconry and would like R.Whitaker to pass on there contact Details.

S.Walker mentioned that we advertised in local newspapers and had zero response. He also mentioned that the leaflets were late out this year due to designer been busy and we will try have them out a lot earlier next year.

W.Lister asked if the marquee could be used for Halloween next year if it is any good this year for Santa's. S.walker and J.Beasley said this was a good idea.

S.Walker said he will find out extra cost if any.

J.Beasley said we could make use of marquee between the 2 events to help pay for it.

R.Whitaker asked S.Green and M.Green if they are happy to organise Halloween 2017 with the help from K.Warering and R.Whitaker there going to have a think about it.

### **Any Other Business**

S.Walker asked about pictures for the new leaflet... R.Whitaker to speak to M.Anderson and R.Shaw for some.

R.Whitaker asked about a trail of selling tickets from shop in quiet season (Feb, March) S.Walker mentioned gift aid problems but if there is no way of people getting on to platform for free there is no reason for this no to happen. Small meeting with R.Whitaker, B.Bonsall and S.Walker to make sure it is complying with gift aid regulations. This will help staffing as 1 person can sell tickets and run the shop if desperate also allowing people to queue in a warm and dry place. Trail only!

M.Cleaver mentioned discussion regarding trading company Embsay shop and Buffet problem. He is to work closely with R.Whitaker and D.Brown

A.Bosomworth asked if he could do 2 for 1 for vintage rally weekend 2017 S.Walker happy to do.

J.Beasley asked if the Santa banner has arrived, S.Walker said it will arrive on 14.11.16 and will ask T.Warner to put on bridge for the A59 so it can be seen by people passing by.

A.Haspell asked if better signage could be put on ticket gates at Embsay on special events as it will help people who lack understanding about the railway and don't know we run special events. This could result in a rise in customers due to sufficient information being displayed.

The next meeting is January 2017