

# Minutes of Marketing Meeting

11am, 28<sup>th</sup> October 2013, Broadway House

## Present:

Russell Downing (RD), Nigel Morrison (NM), Jan Ferrer (JF), Liz Large (LL), Nicole Andersone (NA), Derek Rossenrode (DR), Sue Hetheron (SH), Andrew Watts (AW), Caroline Digby (CD)

## Apologies:

Pamela Bale (PB), Sarah Horden (SH), Carolyn Taylor (CT), Rupert Reeves (RR), Laura Jones (LJ), Brien Beharrell (BB), James Allen (JA), Chris Jones (CJ), Paul Redman (PR)

	<i>Item</i>	<i>Action</i>
1	<b>Welcome &amp; Introduction</b> <ul style="list-style-type: none"> <li>All were welcomed and introduced</li> </ul>	
2	<b>Marketing Update – Orchard</b> <ul style="list-style-type: none"> <li>A comprehensive presentation was given by Orchard with regards to the marketing activity over the past 5 months.</li> <li>This prompted debate following SH raising a point about businesses being taxed by the BID but not benefiting, particularly if not in the centre of the town. RD explained that any and all activity undertaken by the BID was to promote Newbury as a whole and not parts of it.</li> <li>SH raised a number of points regarding footfall, engagement promotion etc. NM explained that businesses have to engage with BID as their role was to deliver footfall to the Town and it was down to individual businesses to encourage them into their businesses. NM also offered help with advertising in his window for Hethertons.</li> <li>Social media training was offered by Orchard as a service to BID members.</li> <li>SH asked if a panoramic shot of South Bartholomew street could be used in the promotional video. It was agreed that this would be added to the current video.</li> <li>SH asked why no Businesses from South Bartholomew street had been interviewed – AW explained that they were asked and declined, however Artifax are in the Video.</li> <li>SH asked why the video's didn't feature inside all the businesses, AW explained that this would not be practical as the videos needed to be kept as short as possible.</li> </ul> <p><i>Please see attached documents</i></p>	<p>SH to coordinate with NM</p> <p>AW/RD to organise AW to action</p>

3	<p><b>Visit Newbury Website</b></p> <ul style="list-style-type: none"> <li>The refresh is progressing at a slower pace than was originally planned, however it was agreed that it is important to ensure we have the functionality and design are correct.</li> <li>The wire frame is nearing completion this will then allow the design to be completed.</li> </ul>	AW
4	<p><b>In Newbury Magazine</b></p> <ul style="list-style-type: none"> <li>Issue 3 has been published and delivered to the relevant establishments.</li> <li>On-line version available at <a href="http://www.innewburymag.co.uk">www.innewburymag.co.uk</a></li> <li>It was agreed that following the comment's from SH future editions would have a feature looking at different parts of the Town. The winter edition will feature South Bartholomew street with the Spring edition looking at the History of Cheap Street etc.</li> </ul>	RD
5	<p><b>AOB</b></p> <ul style="list-style-type: none"> <li>None Raised</li> </ul>	
6	<p><b>Next meeting</b></p> <ul style="list-style-type: none"> <li>27.01.14</li> <li>11am, Broadway House</li> </ul>	