

Minutes of Marketing Meeting

11am, 28th April 2014, Broadway House

Present:

Russell Downing (RD), Suzanne Young (SY), Andrew Watts (AW), Caroline Digby (CD), Alex Herbert (AH), Robert Stokell (RS), Jim Sweeting (JS), Rupert Reeves (RR), Rob Boobyer (RB), Roscoe Young (RY), Brien Beharrell (BB), Nigel Morrison (NM), Paul Redman (PR), Shawn Smith (SS).

Apologies:

Pamela Bale (PB), Laura Jones (LJ), James Allen (JA), Johnathan Hopson (JH), Sue Hetherton (SH), Gabrielle McGarvey (GM), Keith Ulyat (KU), Liz Large (LL)

	<i>Item</i>	<i>Action</i>
1	Welcome & Introduction <ul style="list-style-type: none"> All were welcomed and introduced 	
2	Marketing Update – Q4 (Nov 13-Feb 14) Orchard has produced: <ul style="list-style-type: none"> The second of four videos, “Time to Visit Newbury” and “Living & Working in Newbury”; next will be “Business Newbury” – why businesses should come to Newbury. Media ads and PR Social media campaign (see below) Radio campaign: Heart and Kennet Radio (at Christmas) Door to door mail drops Marketing workshops Event promotional material (Christmas light switch on, pancake race, Christmas best dressed shop window) 	
3	Visit Newbury Website <ul style="list-style-type: none"> 1 year ago the site was under used and out of date; on-going redesign has made it brighter, more user friendly with more call to action. Now takes bookings for hotels and restaurants for whole of West Berkshire thus generates funds for the BID and is therefore cost neutral to BID (RD) BB asked if any commission is generated: RD explained that Guestlink (booking agent) get 5%, BID gets 5%. 	
4	Social Media <ul style="list-style-type: none"> Facebook stats presented (see presentation); 4,200 new fans on Facebook, 312 are engaging, which is key (sharing, commenting). Some paid for advertising (peaks in engagement) but mainly organic posts, using lots of photos. 	



	<ul style="list-style-type: none"> • Now 6 months into campaign, focus has been Newbury, Thatcham and London, but next will be Basingstoke and Reading • RD: qualified data means we can target advertising more easily (who, what time of the day, etc). • Targets currently being identified. 	
5	<p>Radio</p> <ul style="list-style-type: none"> • Heart FM ad used to promote Christmas 2013 light switch on; Heart stats say the message was heard 1-2m times. 	
6	<p>My Newbury competition</p> <ul style="list-style-type: none"> • Will run from early June, to be promoted via leaflets, posters and a social media ad. • Aiming for 130 entrants minimum. • Members of the public need to upload a 1-2 minute video of themselves being “active”, these will be uploaded to You Tube in the future; • Every quarter a winner of a camera will be chosen. 	
7	<p>Business to business website</p> <ul style="list-style-type: none"> • This will be the Visit Newbury for businesses (www.businessnewbury.co.uk) to create a business community whereby businesses can engage and share information. • By Year 3 – aiming to generate £7k per month (£1.5 extra income per month for BID). • At end of each quarter a magazine summarising the hot topics will go to all BID businesses (free) • Partners will be BID, Apple Print & Creative, Orchard and NBS. 	
8	<p>Year 3</p> <ul style="list-style-type: none"> • From 1st June (BID Year 3) research will compare on previous year’s activity • SEO: need Newbury to become a tourist campaign for Europe • Door to door drops: to save money, with Royal Mail and production of A5 brochures, we will only send a postcard directing the public to micro sites with the incentive of a Golden Ticket. Newbury Fest will be the trial. • Social media workshops have been beneficial and will continue with BID businesses. • RD: Easter egg hunt success partly due to positive collaboration with BID businesses and public. We need more of these. • RB: challenge is to keep the VN social media campaign 	

	<p>growing; AW asked all to bring ideas to future meetings.</p> <ul style="list-style-type: none"> • RD: it is vital that key partners link up so we can get the message out of what Newbury has to offer (racecourse, Corn Exchange, Downton ,etc). People go to each in isolation and we need to build dwell time. • Next Corn Exchange event is daytime (14th & 15th June) which is better for dwell time. 	
9	<p>Racecourse (RB)</p> <ul style="list-style-type: none"> • Currently exists in isolation. • Website in future will include accommodation providers, local event info. • 15,000 visitors to the races – we all need to capitalise on! • Strategy is to encourage locals to tell others how proud they are of the racecourse. • RD: relationship building is key for all. • BID, Racecourse and Parkway to work together more; in short-term to do a Fashion Week in lead up to Ladies Day at the races (16th Aug). 	
10	<p>Loyalty card</p> <ul style="list-style-type: none"> • NBS plan to re-launch theirs so will now partner with BID, and A-Plan Insurance, and any other businesses that wish to join (A-Plan already know 40 who do). • The card should encourage the Newbury workforce and the wider public to spend in Newbury. 	<p>SY to contact potential card participants</p>
	<p>Next meeting</p> <ul style="list-style-type: none"> • 28.07.14 at 11am, Broadway House 	