

Minutes of Marketing Meeting

11am, 28th April 2014, The Royal Box, Newbury Racecourse

Present:

Russell Downing (RD), Suzanne Young (SY), Andrew Watts (AW), Caroline Digby (CD), David Pickett (DP), Robert Stokell (RS), Jim Sweeting (JS), Rob Boobyer (RB), Brien Beharrell (BB), Nigel Morrison (NM), Pamela Bale (PB), Jodie MacAndrew (JM), Gabrielle McGarvey (GM).

Apologies:

Keith Ulliyat (KU), Rupert Reeves (RR), Paul Redman (PR).

	<i>Item</i>	<i>Action</i>
1	<p>Welcome & Introduction - RD</p> <ul style="list-style-type: none"> • All were welcomed and introduced. • RD thanked RB for kindly hosting the meeting in the Royal Box at the Racecourse. • RD: the marketing of Newbury must be a collective effort where the key organisations are linking together (BID, Racecourse, Corn Exchange, and so on etc). 	
2	<p>Marketing Update - AW</p> <p>2.1 BID Marketing Forum: this was a coup for Newbury BID, as recognition from British BIDs of the achievements made on a relatively small budget; BID Managers from across the UK were very positive about the cleanliness and tidiness of the town, and its' diverse retail offering.</p> <p>2.2 Branding: instead of the separate "Newbury" and "BID" the new branding combines the two and should help raise awareness of the BID, and it's association with "Newbury", linking the success of the town to the BID; the different colours relate to different businesses.</p>	
3	<p>Visit Newbury Website</p> <p>Visit Newbury SEO: some work already done; the appearance and user-friendliness of the site is improving; the aim is to provide a day itinerary for visitors so that they can book everything needed in one "hit".</p> <p>Figures given included:</p> <ul style="list-style-type: none"> • May 2012/13: 1,350 visits to the site • May 2013/14: 50,550 visits to the site • DP sought info on where the visitors to the site are: AW – 20m from out of the area; 10%-15% from London; these match the social media figures. • AW: plans to increase BID revenue from bookings to re-invest (5% of the 10% Guestlink – booking agent - commission goes to the BID). • Newbury's USP is its' accessibility, at the N/S and E/W crossroads. The site must emphasise this ("West 	

	<p>Berkshire” means nothing to most people, Newbury does and will increasingly so).</p> <ul style="list-style-type: none"> • GM: is VIC still involved? RD: they still put events on to VN and take bookings; we need to promote Newbury and surrounding areas and link up separate attractions (Arlington Arts, Corn Exchange, etc). 	
4	<p>Social Media</p> <ul style="list-style-type: none"> • Last year’s focus was on Facebook and Twitter; now building Pinterest and Linked In. <p>Facebook:</p> <ul style="list-style-type: none"> • “likes” are vastly increased, now focussing on increasing the engagements (comments and sharing). Most “impressions” are 30-45 age range so now focussing on teens and early 20’s. (“Impressions” are when someone has seen something on their newsfeed). • RD interested in how our figures compare to other companies: CD confirmed the norm for interactions is 10-15%; ours are much higher. <p>Twitter:</p> <ul style="list-style-type: none"> • 25-34 age range now the highest number of impressions. • Our “influence” (number of people retweeting our posts) is at 81% - this is very high, and peaked during NewburyFest. • 61% posts are us doing updates, 39% is their response. The aim is to get this to more 50/50. • Geographical responses: Top down – 54% Newbury, 25% London, then Thatcham, Reading, and Hungerford. • BB asked what interests people? CD confirmed – pictures! (not competitions – people have got wise to them!) • AW: we want stories about businesses winning awards, investors in people, employment opportunities, etc. But we will go to businesses for prize donations for particular events. 	
5	<p>Radio</p> <p>Breeze and NBS “Search for a Star” competition.</p> <ul style="list-style-type: none"> • <18 and >18 categories, for winners to perform at Christmas Light Switch On; building engagement 6 months before the event. • West Berkshire schools and colleges have already been contacted. • Posters sent out. • Social media campaign linked up with Breeze website, and Breeze radio ads; Breeze team also to be out and 	

	<p>about towards end of October.</p> <ul style="list-style-type: none"> • Auditions September; live finals in October. • AW: this must be measurable; will be getting Rajar figures, data on who was interested and the costs. 	
6	<p>NewburyFest</p> <ul style="list-style-type: none"> • Postcard via Royal Mail with dedicated microsite was cheaper than 2013 brochure. Discussion about whether people see and keep the postcard but response figures are good: <ul style="list-style-type: none"> ➢ Website: 3,500 ➢ Golden Ticket entries – exceeded expectations – 755 ➢ Post: 450 ➢ Facebook: 285 ➢ NWN advert: 20 • RD: Postcard and microsite allows us to measure data whereas the brochure (2013) doesn't. For Christmas, a brochure may be better? (the "touch and feel" aspect). • Video of June Food Festival shown; an Oxfordshire lady wrote a very positive blog; DP asked about how the retailers fare on the day; all agreed engagement is key, seize the opportunity to hand out flyers, etc; SY now emails many of the pubs and restaurants in advance of events; RD: businesses are increasingly getting the "big picture", i.e events bring in new visitors who will hopefully return. • Strongman: great event, new visitors, good press coverage. 	
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 (e.g. vacant units, blogs, events, ask questions, etc). • About to produce 3rd video about why companies should consider coming to Newbury. • RD: BID Survey recently went to all BID businesses and voluntary contributors. The feedback will help formulate future marketing; 30 responses so far (the very negative – haven't yet engaged with BID, more positive have). Some recognise that their business per se has not directly benefitted from the BID but that Newbury is a better place. 	
8	<p>Purple Flag</p> <ul style="list-style-type: none"> • Recently accredited by ACTM. Now need to market this. Great PR for Newbury, and raise awareness of what this means to the general public. 	

	<ul style="list-style-type: none"> • Discussion on how we do this: Newbury is a safe evening place but we need to change public perception, and link up the pre-11pm with the post-11pm economy. • GM: the NTC can promote Purple Flag in their parish newsletter. • SY can send info to all of her other parish contacts. • DP: small window vinyls? • Only 35-40 towns in the UK have Purple Flag, far fewer in the South – we must get this message out! (First town in Berkshire?) • RD: Bills restaurant moving into Market Place; Brebis and The Newbury Pub are great additions; Cotes will be moving into the former Clark’s unit. • RD: Nightclubs are not needed now pubs stay open later (proven). • JM: is there a re-assessment? RD – we must do a “light touch” annually, and we get re-evaluated every 2 years. • GM: is there an actual flag? RD – yes, will have soon; GM: will ask NTC members if they will be happy to fly it, linking in with the media push. • AW: we need to run a competition to promote it (similar to the Sustainable Communities competition elsewhere). • DP: plans for BID II? RD: BID area may change; BIDs are increasingly seen, and proven, as the model, as central government squeezes more funding; BIDs are seeking more regulatory governance from the government via British BIDs. 	
9	<p>My Newbury Competition</p> <ul style="list-style-type: none"> • Launched July, for people to uploads photos of themselves using outdoor spaces (e.g skate park) • Facebook promotion to 17,000 users, continuing throughout the summer. • Posters and postcards in key places. • GM: will liaise with NTC to promote to their outdoor spaces. • AW: this is a long-term project, will be on You Tube, and we will continue to give prizes. 	
10	<p>Qtr 2</p> <ul style="list-style-type: none"> • Review Facebook and align marketing. • Media ads and continued PR (NWN, Jack FM, Breeze FM, Primary Times, etc). • Social media. • Updated Visit Newbury site. • Events. • Business to business website. • RB: can we circulate BID Marketing Plan? Yes! We must all join up; RB happy to circulate to racecourse 20,000 	

	<p>contacts if we do a 2 page flyer.</p> <ul style="list-style-type: none"> • RD: the BID must start to send a pdf format of any marketing we do to Parkway, Racecourse, Kennet Centre, Corn Exchange, etc to send on to their contacts. • NM: more leaflets needed around the town to promote events. 	
	<p>Next meeting</p> <ul style="list-style-type: none"> • 29.09.14 at 11am, Broadway House • Presentation can be found at www.newburybid.com, under BID Business/Company Matters. 	