

# THESE MINUTES ARE DRAFT UNTIL APPROVED AT THE NEXT MEETING

## Minutes of Marketing Meeting

11am, 27<sup>th</sup> October 2014, Broadway House

**Present:**

Suzanne Young (SY), Caroline Digby (CD), Rupert Reeves (RR), Jim Sweeting (JS), Nigel Morrison (NM), Liz Large (LL), Caroline Edmunds (CE), Gabrielle McGarvey (GM), Keith Ulliyat (KU).

**Apologies:**

Russell Downing (RD), Andrew Watts (AW), Alex Herbert (AH), David Pickett (DP), Robert Stokell (RS), Philip Gray (PG), Martha Vickers (MV), Jan Ferrer (JF), Paul Redman (PR), Brien Beharrell (BB), Jodie MacAndrew (JM), Rob Boobyer (RB), Roscoe Young (RY).

	<i>Item</i>	<i>Action</i>
1	<b>Welcome &amp; Introduction - SY</b> <ul style="list-style-type: none"> <li>• All were welcomed and introduced.</li> <li>• Apologies given.</li> </ul>	
2	<b>Marketing Overview – CD</b> <ul style="list-style-type: none"> <li>• Media Ad and PR in Various locations – The Breeze, NWN, Jack FM, Primary Times.</li> <li>• Social Media &amp; SEO – an engaging retail and local events campaign.</li> <li>• • Star Search Newbury with The Breeze</li> <li>• • Business to Business portal with Key Partners.</li> <li>• • Free LinkedIn Workshops</li> <li>• • In Newbury magazine</li> </ul>	
3	<b>Visit Newbury Website</b> Web stat's: <ul style="list-style-type: none"> <li>• 2012/13 – Aug 1,000 – Sep 575 – Oct 750</li> <li>• 2013/14 – Aug 55,000 – Sep 40,250 – Oct 42,600</li> <li>• Much work already underway to improve the site, reduce bounce rate and to make more user-friendly.</li> <li>• Aim is to still further double the number of hits, to include West Berkshire, Newbury and all of the surrounding towns.</li> </ul>	
4	<b>Social Media</b> <ul style="list-style-type: none"> <li>• 547,800 Impressions</li> <li>• 285 New Followers (Twitter)</li> <li>• 387 New Likes (Facebook)</li> <li>• Interactions are increasing and engagement is</li> </ul>	

	<p>continuing to grow; this is key, not just “likes”.</p> <ul style="list-style-type: none"> <li>• More than 50% of interactions are by unique users not the same people again and again.</li> <li>• Facebook: marketing efforts (e.g. competitions, content specific to the younger generation) have yielded a significant increase in 18-20's age group interacting (Halloween Hunt and Christmas events);</li> <li>• Content clearly affects interactions (e.g. Starwars at Greenham saw a huge spike!). CD uses this information for monthly reports and content planning.</li> <li>• Impressions always highest on Thursdays (people winding down and planning weekend) so deliberately event content heavy.</li> <li>• Basingstoke now in the top 5 audiences; now also targeting Andover.</li> </ul>	
<p><b>5</b></p>	<p><b>Radio</b> Breeze, BID and NBS “Search for a Star” competition.</p> <ul style="list-style-type: none"> <li>• Ran from July- October on Breeze radio; Breeze promoted out on the streets;</li> <li>• Auditions were held at Newbury College; final was on 19<sup>th</sup> October at Corn Exchange;</li> <li>• Winning act and follow-up will perform at light switch on event on Sunday 30/11.</li> <li>• SY: winner was Jenny Bracey – 18 year old singer songwriter; Unleashed, a dance troupe, were runners-up. Very high standard of acts.</li> <li>• Breeze stat’s:</li> </ul> <p>Hits</p> <ul style="list-style-type: none"> <li>• October = 31,597</li> <li>• September = 21,746</li> <li>• August = 7,363</li> <li>• July = 493</li> <li>• Total = 61,199</li> <li>• Direct hits 4,726 (people specifically gone to the website, not just stumbled across).</li> </ul> <p>Visits</p> <ul style="list-style-type: none"> <li>• October = 947</li> <li>• September = 954</li> <li>• August = 525</li> <li>• July = 0</li> <li>• Total = 2,476</li> <li>• Google 137</li> <li>• Facebook 94</li> </ul>	
<p><b>6</b></p>	<p><b>Primary Times</b></p> <ul style="list-style-type: none"> <li>• Bi-monthly magazine in 97% of Berkshire primary</li> </ul>	

	<p>school book bags</p> <ul style="list-style-type: none"> <li>• 1 x Full Page ad and 3 event listings (currently for Halloween Haunt Hunt this week; Food Festival 1<sup>st</sup>-2<sup>nd</sup> Nov)</li> <li>• Will be advertising all Christmas events in next issue issue.</li> </ul>	
7	<p><b>Business to business website</b></p> <ul style="list-style-type: none"> <li>• <a href="http://www.BusinessNewbury.co.uk">www.BusinessNewbury.co.uk</a></li> <li>• Partners already are Apple Print, NBS, and Quintons Commercial Property.</li> <li>• This will be the Visit Newbury for businesses - a business community whereby businesses can engage and share information (e.g. vacant units, blogs, events, ask questions, etc).</li> <li>• Website ready to go; now need content so please contact CD or SY with any you want included.</li> </ul>	
8	<p><b>Linked In</b></p> <ul style="list-style-type: none"> <li>• Recent workshop to BID businesses;</li> <li>• To help build up your own personal brand, and for networking.</li> <li>• CD can send the presentation used or do the presentation if anyone requests this.</li> </ul>	
9	<p><b>Halloween Haunt Hunt</b></p> <ul style="list-style-type: none"> <li>• In conjunction with Parkway marketing (AH unable to attend meeting as setting up the unit in Parkway for Halloween themed activities this week).</li> <li>• 20 cauldrons located around the town; the competition entry forms are collected from the unit next to Argento in East Street, Parkway; follow the clues to find the cauldrons with a letter attached; spell out the letters to make the caption;</li> <li>• 1<sup>st</sup> prize: £100 John Lewis at home voucher; 2<sup>nd</sup> prize: Hotel Chocolat - Children's Halloween Hamper; 3<sup>rd</sup> prize: £25.00 Lakeland Voucher</li> <li>• SY: this follows the success of the Easter Egg Hunt; some anti-BID businesses are now seeing opportunities to engage; this was a great success for promoting the peripheries of the town and many of the independents.</li> <li>• SY asked all local primary schools to promote in their newsletters (along with some other key events).</li> </ul>	
10	<p><b>Qtr 3</b></p> <ul style="list-style-type: none"> <li>• Media Ad's and continued PR in various publications (NWN, Primary Times, The Breeze, Jack FM...)</li> <li>• Social Media &amp; SEO – an engaging retail and Tourist campaign across England and Europe.</li> <li>• Updated destination site – <a href="http://visitnewbury.org.uk">visitnewbury.org.uk</a> to match new branding and with easier navigation to increase</li> </ul>	

	<p>page views.</p> <ul style="list-style-type: none"> <li>• Business to Business portal with Key Partners.</li> <li>• Events and activity - including: Best Dressed Shop Window, Christmas Market, Christmas Competitions, Late Night Shopping, Lights Switch On.</li> <li>• Christmas brochure delivered to 65,000 homes.</li> </ul>	
11	<p><b>Questions?</b></p> <ul style="list-style-type: none"> <li>• GM: will RD be presenting to the Civic Pride, Arts &amp; Leisure Committee on 10<sup>th</sup> November, regarding BID's request to fly the Purple Flag at the Town Hall? SY: BID is keen to fly the flag asap as this is a positive news story for Newbury; SY will check with RD and confirm; since the meeting RD has confirmed that he advised GM by email last week that he has since asked Nick Carter, Chief Executive at WBC, and the flag is now flying at the Council offices.</li> </ul>	
12	<p><b>Next meeting</b></p> <ul style="list-style-type: none"> <li>• 21.01.15 at 11am, Broadway House</li> <li>• Presentation will be uploaded in due course to <a href="http://www.newburybid.com">www.newburybid.com</a>, under BID Business/Company Matters.</li> </ul>	