

THESE MINUTES ARE DRAFT UNTIL APPROVED BY THE BOARD AT ITS NEXT MEETING

A Meeting of the Newbury BID Marketing Group was held on Wednesday 29th July 2015

Attendance:

Russell Downing (RD), Suzanne Young (SY), Andrew Watts (AW), David Pickett (DP), Rupert Reeves (RR), Allison Bird (AB), Becky Scantlebury (BS), Carolyn Taylor (CT)

1. Welcome

All were welcomed and introduced

2. Apologies

Peta Stoddart-Crompton (PSC), Jodie MacAndrew (JM), Alex Amey (AA)

3. A.O.B:

RR opened the meeting by asking what the members present wanted from them, a discussion took place regarding numbers attending and the merit of the meeting. Various options were discussed for moving forward, but as ever engagement remained the key thing.

RESOLVED: Meetings would be held quarterly with a summary of marketing specific activity/outputs be produced by Apple Print to be distributed with the Newsletter.

4. Minutes

The minutes of the last meeting were accepted as an accurate record of the meeting and signed by the Chairman

5. Newbury V Region V UK

5.1 Footfall

RD presented the latest footfall report which is still tracking in a positive trend against the national and regional picture

RESOLVED: That the update be noted

5.2 Vacancy Rates

Rd presented the latest figures to the group which reflected a very positive picture compared to the region and national statistics. Newbury Vacancy rate is 7.1% for the whole BID area, against regional figure of 12.1%

RESOLVED: That the update be noted

6. Review of Marketing

AW reported back to the group regarding the recent activity undertaken over the last quarter. Significant shift in user profile for both Facebook and twitter with the 13-17 age range dropping off and the 55+ age group doubling. Impressions had increased from 150,000 to 1.5m.

Visit Newbury stats had shown that the social drivers where playing a big part in the traffic to the site, with events being key to driver for generic searches.

Other activity included the use of Primary times to target key times of the year, Newbury Weekly News, In Newbury and Jack FM.

E-news marketing is going to be trialed with the BID data base, once this has been established it will be rolled out to a wider audience.

RESOLVED: That the update be noted

7. Next Quarter/six-month activity

Social media will continue to play a ley part and this will be increased on the run-up to Christmas. Halloween Haunt Hunt and Best Dressed Shop Window will be rolled out again. The key elements mentioned above will continue.

RESOLVED: That the update be noted

8. A.O.B

Covered earlier in the report

RESOLVED: That the update be noted

Next meeting: 14th October at 11am, Broadway House