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

A Meeting of the Newbury BID Marketing Group was held on Monday 19th January 2015

Attendance:

Russell Downing (RD), Suzanne Young (SY), Andrew Watts (AW), Caroline Digby (CD), David Pickett (DP), Rob Boobyer (RB), Rupert Reeves (RR), Alex Herbert (AH), Jan Ferrer (JF), Andy Murrill (AM)

1. Welcome

All were welcomed and introduced. RD introduced RR as the new Chair of these meetings.

2. Apologies

Keith Ullyat (KU), Pamela Bale (PB), Jodie MacAndrew (JM), Nigel Morrison (NM), Simon Carr (SC), Jackie Gray (JG), Andrea Sheppard (AS), Jamie Allen (JA)

3. A.O.B:

RB: more joint marketing between the key organisations is needed.
RD: Easter egg hunt and Newbury Fest.
AH: car display in Parkway in May.
RR: more representation from the hotel sector needed?

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

Springboard (the footfall camera supplier) presentation given, which was also delivered at the Southern BIDs meeting last week.
Newbury falls into the South West region, which is the second but lowest footfall region; negative picture re. growth but there is an upward trend.
Figures are for town centres and out of town areas to give a general trend.
Footfall generally down but spending has been increasing since 2007.
Growth of Click & Collect.
Christmas data: hugely negative impact of Black Friday.
Boxing Day footfall down on 2013 (Christmas Day better).

Growth of on-line shopping.
New camera data demonstrates that the former clicker system must have been inaccurate (this used to show 27,000 people per week on average, the new data shows 40,000 people per day!)
Steady increase from Mon-Fri.
December 2014 - only 0.4% up on November 2014; November 2014 - 4.5% up on October 2014.

RESOLVED: That the update be noted

5.2 Vacancy Rates

Peaked April 2013.
Since July 2013 have been declining.
South West (our region)– on average 10.4% vacant units.
Springboard vacancy rates are for the defined pedestrian zones only.
In Newbury: 382 units (215 – retail. 115 – leisure and 52 non-retail).
Parkway – 15.2% vacant units.
Kennet Centre – 29.5% vacant units.
Fewer vacant units per area in Cheap Street and Bartholomew Street than on Northbrook Street, which contradicts the general perception of the town.
A discussion on parking costs followed; DP – must consider linking with sales to compete with retail parks; WBC argue that the cost to replace hardware is too great.
Future trends influencing vacancy rates discussed (Click & Collect; parking costs; occupancy costs; increase in convenience stores and coffee shops; declining footfall; town centres are contracting; no ownership of town centres (where no BID present).
DP: vacancy rates and struggling areas could be discussed at the networking event on 27th January.

RESOLVED: That the update be noted

6. Review of Marketing

Marketing spend is front loaded (first half of the year for Summer and Christmas).
Visit Newbury figures are positive but AW recognised that the focus has been mostly on retail; the near future will also focus on leisure and professional services; we need to explore how we can do this by end of Year 3.
Joined up PR is key, linking up closely with NWN.
AW: Reading BID used Champions (ex-negative converts) to spread the word.
RR: the AGM should include short presentations by businesses who have benefitted from the BID.
AM: will organise a monthly BID slot in the NWN.
RD: we must become more events driven.
AH: we must target A/B's social demographics with quality branding; the expenditure to attract new visitors is essential.
AH: use the buses for an outdoor campaign? (as Parkway do for 4 weeks per year, approx. £6k).
AM: Reading residents currently do not have Newbury on their radar.

Discussion around whether to target Reading centre or the outskirts; AH: we could review the postcodes who entered the competitions in 2014;
RB: favours a sector driven approach, i.e. retail offering mailshot separate from a leisure (incl. restaurants) mailshot.
Also an agreement that we need to sell Newbury's key attractions (racecourse, Watermill, Corn Exchange).
RD: Christmas mailshot – could we do a postcard to save money and then re-direct the funds to an additional (3rd/Spring) mailshot?
AW: Newbury Fest website – there should be promotional opportunities, e.g. banner advertising.

RESOLVED: That the update be noted

7. Plans for the remainder year 3

Via Easter Egg hunt.
In Newbury publication: heavily supported by NBS & Parkway; advertising pays for the production so cost neutral to BID; £30-40k costs; approx. 120,000 readers per quarter.
RD: we need to pool resources to jointly pay for radio marketing to ensure a constant message of Newbury is out there.
RB: if BID supplies a BID A5 flyer he will post out to race-goers with tickets, 2-3 weeks before the race event

RESOLVED: That the update be noted

8. Outline plans for 2015/16

It was agreed that there will be monthly meetings in future for ideas and reviewing of the marketing activity; the former quarterly meeting dates will be for presenting the statistics.

RESOLVED: That the update be noted

A.O.B

AH: will have a car show again in Parkway on first May bank holiday weekend (same date as Crafty Craft race).
RD: Kite Fair in Market Place and Victoria Park last Bank Holiday in May.
Vintage Fire Engine day – July or Sept – TBC.
Armed Forces Day at racecourse – could we do an Armed Forces Week?
St. George's Day – need to organise something!
Carnival on 5th July, just confirmed last week.

RESOLVED: That the update be noted

Next meeting: 25th February at 11am, Broadway House

Future meetings: Wednesdays: 25/02, 25/03, 27/05, 24/06, 23/09, 25/11.