

**Minutes of Marketing Committee Meeting held on  
6.00pm Tuesday 25<sup>th</sup> October 2011  
Chepstow TIC**

**Present**

<b>Chepstow Chamber representatives</b> Griff Rogers (GR) Chair David Burton (DB)	<b>Hoggin the Bridge Representatives</b> Steve Sullivan (SS)
<b>County Councillor representatives</b> Cllr Phil Murphy (PM) Cllr Jacqui Sullivan (JS)	<b>Secretary</b> Nikki Colley-Priest (NJCP)
<b>TIC representatives</b> Katie Burton (KB) Liz Amphlett (EA)	<b>St Pierre Marriot Hotels</b> Robin Woodward (RW)

Item		Action
1	<b>Apologies</b> Cllr P Rutter, Cllr J. Robbins, A Browne, S Bushell, Mark Elson, Ned Hewood	
2	<b>Approval of Minutes of Meeting 13<sup>th</sup> September 2011</b> The minutes of the previous meeting had been circulated and approved by EA and KB	
3	<b>Matters arising:</b>	
3.1	<b>Banners:</b> NJCP had not received any input from members. NJCP to email a reminder to the group.	<b>NJCP</b>
3.2	<b>Budget &amp; Expenditure.</b> <b>Map Cases</b> A grant had been received for printing of the large maps for the map cases. This money needed to be spent this year. GR to contact Ned Heywood regarding the progress of the printing. <b>Budget</b> GR reported funds were looking healthier than in the past. This being the case he suggested that next year the group had a more organised plan for expenditure	<b>GR/NH</b> <b>NJCP</b> <b>ALL</b>
3.3	<b>Wales in Bloom:</b> On-going.	
3.4	<b>Towncrier website:</b> NJCP had arranged a meeting with Creating Media to discuss issues. DB suggested that a sub group meeting be arranged to discuss the direction the website should take before any decisions be taken on what extra pages for the website were made. NJCP to email a reminder to DB for available dates.	<b>DB/NJCP</b>
3.5	<b>Hoggin The Bridge</b> SS and JS reported that this had been a huge success. <ul style="list-style-type: none"> <li>• There had been a meeting with the Police and The Highways Authority, who had only raised one concern which was that call signs on the radios had not been used correctly.</li> <li>• The Drill Hall had booked a Dog Show on the Sunday so there was reduced parking available for the bikes.</li> <li>• There had been a problem with parking space for the bikes in all the car parks, with the Castle Car Park being virtually full of bikes not actually taking part in the 'Hoggin' before 10.30am.</li> <li>• NJCP reported that she had received only positive comments from retailers</li> </ul>	
4	<b>Chepstow Guide 2011</b> Mark Elson was unable to attend the meeting but had reported that: <ul style="list-style-type: none"> <li>• The guide had been sent to the printers and was due to be delivered to Royal Mail on Monday 31<sup>st</sup> October</li> <li>• Due to lack of advertisers this year was a 24 page publication</li> <li>• Total costs of producing the guide excluding Mark's costs were £8500</li> <li>• He had received payments of £7600. Payments of £1200 were still outstanding.</li> </ul> Katie circulated a copy of the draft guide. Concerns were raised that proof had not been approved by some advertisers and complaints may be received.	
5	<b>Chepstow Town Signage</b> KB reported that a meeting between Mark Lloyd, who was overseeing the 'Welcome to Monmouthshire ' project, herself, NJCP and Melanie Phillips had taken place. A grant had been received from Welsh Assembly to investigate the signs required. A company had been commissioned to report on what was needed in all the Monmouthshire towns. This company	

	would be contacting local groups for their opinions. Funding for signs on the Motorways and on roads outside Wales would not be available under this project. GR asked KB if she attended the Monmouthshire Tourism Alliance meetings and if she could feed back any relevant information to the Marketing Group	<b>KB</b>
<b>6</b>	<b>Christmas Lights Switch On</b> This would take place on Saturday the 26 <sup>th</sup> November. This was the first Free Saturday Christmas parking day. There would be entertainment in Beaufort Square during the afternoon. NJCP was waiting further details from the Town Clerk. <b>Christmas Entertainment in December Saturdays</b> NJCP had collected a list of groups who may be interested putting on entertainment in Beaufort Square for the first 3 Saturdays in December. NJCP to email them to ask them to express an interest and if so, what day and time they would be available. The list of those who expressed an interest would be sent to GR.	<b>NJCP</b>
<b>7</b>	<b>Walker are Welcome.</b> GR and RW had both attended a meeting in Chepstow. GR explained that this was a National organisation of towns and locations to encourage people to walk. Obtaining 'Walkers are Welcome' status, as a growing number of communities across Britain are doing, brings a number of benefits. It helps strengthen a town's reputation as a place for visitors to come to enjoy the outdoors, bringing useful benefits to the local economy. It helps to ensure that footpaths and facilities for walkers are maintained in good condition, benefiting local people as well as visitors. It can contribute to local tourism plans and regeneration strategies. It also allows communities to benefit from the regular networking opportunities with other Walkers are Welcome towns, when experiences are shared informally and new ideas discussed. There were several criteria that would need to be met before Chepstow could become a member of the organisation, but GR felt that it would be of benefit to the town. It was agreed that the Marketing Group should be involved with this scheme. GR would be happy to attend the meetings until the overall direction is known.	<b>GR</b>
<b>8</b>	<b>Marketing Birmingham</b> GR reported that 'Better Trains for Chepstow' had made contact with a group promoting Birmingham as a place to visit. They suggested that Chepstow Marketing and Marketing Birmingham should get together to promote each other and establish links to distribute and disseminate each other's publicity material. This would bring mutual advantages. It was agreed that NJCP should find out contact details so further discussions could take place with Marketing Birmingham	<b>NJCP</b>
<b>9</b>	<b>AOB</b>	
<b>9.1</b>	<b>Chepstow Bag</b> KB had met with David Evans from Transition Chepstow who were keen to work with businesses in town to produce another Chepstow Bag that shops could sell in their premises. PM suggested that until further details of the cost of producing the bag were available no decision could be made. It was agreed that KB obtained further details to be discussed at the next meeting.	<b>KB</b>
<b>9.2</b>	<b>Marriott Hotel, St Pierre</b> RW (Sales Manager) thanked the group for allowing her to attend and explained that the Hotel was keen to get involved with the local community.	
<b>9.3</b>	<b>2016 Eisteddfod</b> PM reported that Monmouthshire had definitely been selected as the venue for the 2016 National Eisteddfod. A search for a suitable site was underway. Chepstow Racecourse had been considered but was thought to be too small an area. Other sites were being considered.	
<b>9.4</b>	<b>Monmouthshire Tourism Futures</b> NJCP reported that she had been invited to a meeting with Andrew Keeling a member of a consultancy team undertaking research into marketing, branding strategy and destination action plan commissioned by MCC. She circulated the relevant documents and asked that the group, if they could not attend, could send her any relevant comments before the meeting on 26 <sup>th</sup> October.	<b>ALL</b>
	<b>Meeting closed at 19.15</b> <b>Next Meeting Tuesday November 22nd 2011 6.00pm Chepstow TIC</b>	