

**Minutes of Marketing Committee Meeting held on  
Tuesday 22nd May 2012  
Chepstow TIC**

**Present**

<b>Chepstow Chamber representative</b> Griff Rogers – (GR) Chairman	<b>President Chepstow Licence Victuallers</b> Alison Beasley (ABY)
<b>Chepstow Festival Representative</b> Cllr Ned Heywood(NH)	<b>Area Service Manager MCC</b> Alan Browne (AB)
<b>TIC representatives</b> Katie Burton – (KB) Liz Amphlett – (EA)	<b>Secretary</b> Nikki Colley-Priest – NJCP
	<b>Guest</b> Dan Davies(DD) MCC Youth Services

<b>Item</b>		<b>Action</b>
<b>1</b>	<b>Apologies.</b> Cllr P Murphy(PM) J Sullivan (JS), Cllr Paul Rutter (PR), David Burton(DB), Sandra Bushell (SB), Robin Woodward (RB)	
<b>2</b>	<b>Approval of Minutes of Meeting</b> The minutes of the meeting held on 17 <sup>th</sup> April 2012 were distributed and approved by EA and AB	
<b>3</b>	<p><b>Christmas Fair in Castle Dell</b> Dan Davies from MCC Youth Services outlined his proposal to create a Christmas Fair in the Dell Area by the Castle. His proposal would be to have an ice rink in this area for a two week period. This would be available for schools to use during the school day and would be open to the general public at weekends and also between 3.00- 9.00pm during the week. The cost of hiring the ice rink would be £17,000 and the proposed charge for 1 hour session would be £5. That would be £3.50 cheaper than the cost of a session last year at the Mall in Bristol. DD hoped to bring in food booths and create a winter village.</p> <p>Sponsorship would be needed for this project. GR thought that this could be an issue. NH estimated that to break even takings of approximately £1000/day would be needed. As part of the plan a small carousel would also be erected.</p> <p>Concerns raised were:  <b>Damage to the ground:</b> DD explained that the rink would be raised on a platform so there would be minimum damage to the turf below.  <b>Boisterous youths in the evening:</b> DD suggested that volunteer youth worker stewards could be used to monitor behaviour.</p> <p>The Marketing Group wished DD success in his venture and agreed that this would be an enhancement to the town over the Christmas period, drawing people in outlying towns to visit Chepstow, but, were concerned whether enough sponsorship would be forthcoming.</p>	
<b>4</b> <b>4.1</b>	<p><b>Matters arising</b>  <b>Wye Valley Walk footpath.</b> AB reported the Council is aware of and dealing with some of the issues that have been raised and will continue to do so AB had contacted the Authority's Public Rights of Way Officer and was informed that the area of concern is not actually a part of the Wye Valley Walk although it is one of the access points onto the Walk. The Officer was aware of the issues there and that there are on-going issues in which the Council is involved although he did stress that access through the site has been and is being maintained. He was also of the opinion that – in terms of condition – it was currently better than it had been in the past.</p> <p>The Officer concerned, subsequently contacted AB at the beginning of last week and informed him that this route had been walked by him recently and found the site to be relatively quiet and tidy, there was evidence of industrial use off of the path but nothing that he would call a major eye sore. The officer noted that a row of screening trees/hedges had been planted along the wall, once grown, this would screen the site from the race course. The footpath alignments have a few issues on them however which will need to be rectified; this is something that the council will have to carry out in the future as much of it is due to past errors made by Gwent CC. The missing way markers that look</p>	

<p>4.2</p> <p>4.3</p> <p>4.4</p>	<p>to perhaps have been removed will be reinstalled by one of the volunteers shortly. AB to email the person raising these issues directly explaining the actions taken</p> <p><b>Map Cases</b> NH reported that he had not had time to place the newly printed maps in the cases yet but would do so shortly.</p> <p><b>Banners</b> NH will be arranging the hanging of the banners along with the Festival bunting shortly.</p> <p><b>Steampunk Festival</b> EA reported that this had been a success and it was hoped that this would be repeated next year.</p>	<p>AB</p> <p>NH</p> <p>NH</p>
<p>5</p>	<p><b>Budget for this year.</b> GR reported that That there was £8000 in the bank with another £8000 available this year. This included the Town Council budget allowance of £3000 for promoting Chepstow and £5000 for publishing costs which included mainly the cost of the 'What's on' guide. Expenses already earmarked for this year were the redesign of the Chepstow Map and a further £5000 committed to various costs previously agreed. The group needed to identify expenditure of between £2000-3000 to be used between now and the end of March 2013.</p> <p>NH suggested that the group offer to assist financially in the redesign of Chepstow Town Council website, to make a more coherent front page which would enabled a front page link to all the other websites( businesses and community). It was agreed that NH bring this up at the next Town Council website meeting.</p>	<p>NH</p>
<p>6</p>	<p><b>Hoggin the Bridge</b> JS had asked that, in her absence, AB check with MCC Safety Advisory Group that the Traffic Management plan had been approved. She also asked that the group check if the map circulated indicating signage for Hoggin the Bridge was correct. AB to check that the wording on the signs indicates that the road is closed to traffic for an event.</p> <p>The group also agreed to contribute to same amount of funding for the event as last year.</p> <p>SS was concerned about the amount of parking space for bikes this year. It was suggested that Hoggin the Bridge committee asked Peter Mills if there would be any overflow parking available on the riverside development again this year.</p>	<p>AB</p> <p>AB</p> <p>SS</p>
<p>7</p> <p>7.1</p> <p>7.2</p> <p>7.3</p> <p>7.4</p> <p>7.5</p> <p>7.6</p> <p>7.7</p>	<p><b>Other 2012/13 Events</b></p> <p><b>Chepstow Crawl</b> ABY distributed a list of events occurring over the Jubilee weekend along with the list of performers and the associated costs to the Marketing Group (attached). She explained that the lanyard with details of all the events taking place over the jubilee had been printed and were available to purchase for £2. Any profit on the sale was to go to local good causes. Saturday entertainment in Beaufort Square included busking type music, an urban dance group. A stall selling strawberries and a hog roast stand would also be in the square that day. It was agreed to fund the hire of a small PA system for the 'buskers'. This would be funded from the pitch income from the stalls. A power supple and gazebo would be needed. ABY to send a list of performers to AB. It was agreed that ABY liaise directly with Colin Harris for when these would be required. NJCP to send the contact details to ABY. NJCP was unaware of any invoice received from Colin Harris for last year's work NH to check with him.</p> <p><b>Sunday Big Lunch 3<sup>rd</sup> June.</b> ABY reported that she had found a suitable band to play on the bandstand. A PA system was required. NH offered to contact the Acoustic Music Club to ask if they could lend their PA system for the day. A Pimms bar was arranged and an appropriate license was arranged. There would be interactive craft stalls and a children's magic show.</p> <p><b>Town Crier</b> It was agreed to ask the Town Crier if he was available to cry through the town on Saturday 26<sup>th</sup> May to inform people of the events going on the following weekend and also tell them about the Jubilee Town Trail Competition organised by Chepstow Chamber. EA to liaise with Tom Hilliard (Town Crier)</p> <p><b>Diamond Discs 5<sup>th</sup> June.</b> This would be taking place at the riverbank. Singers for some of the years were still required</p> <p><b>Entertainment in Beaufort Square for 6 Saturdays July/August.</b> ABY has some artists in mind. GR asked that she find out the cost and send to him for approval.</p> <p><b>Folk Festival.</b> Mike Lewis was having difficulty in fixing a date for Morris Dancing Groups to perform in Chepstow and it was uncertain that this would go ahead this year.</p> <p><b>Rock in The Castle</b> This will take place on 22<sup>nd</sup> July</p>	<p>NJCP</p> <p>NH</p> <p>NH</p> <p>EA</p> <p>ABY/GR</p>

<p><b>8</b></p> <p><b>8.1</b></p> <p><b>8.2</b></p> <p><b>8.3</b></p> <p><b>8.4</b></p>	<p><b>AOB.</b></p> <p><b>Marketing Group Treasurer</b> GR reported that JS wished to relinquish her post as treasurer to the Marketing Group. This would be considered at the next meeting when more members were present.</p> <p><b>MCC representatives</b> Both JS and PM would be standing down as representatives of MCC AB to bring this up at the next Area meeting and ask for 2 new volunteers.</p> <p><b>Town Signage</b> KB reported that Mark Lloyd had informed her that work on signs for Monmouth had been completed; work was in progress for signs in Abergavenny. When this was complete Chepstow would be consulted regarding proposed signs for the town.</p> <p><b>Jubilee Trow</b> NH reported that this would be at the riverbank on July 22<sup>nd</sup></p>	<p><b>AB</b></p>
	<p><b>Meeting closed at 19.45</b>  <b>Next Meeting 19<sup>th</sup> June 2012</b></p>	