

**Minutes of Marketing Committee Meeting held on
Tuesday 9th October 2012
Chepstow TIC**

Present

Chepstow Chamber representative Griff Rogers – (GR) Chairman David Burton - DB	Hoggin the Bridge Jacqui Sullivan (JS) Steve Sullivan (SS)
TIC representatives Katie Burton – (KB) Liz Amphlett – (EA)	CMC² Cath John (CJ) Matt Chilcott (MC)
Chepstow Festival Representative Cllr Ned Heywood Annie Rainsbury	Chepstow Society Guy Hamilton (GH)
Town Council Representatives Cllr Paul Rutter – (PR) Cllr Jane Robbins – (JR)	MCC Libraries Museums & Art MCC Ann Jones (AJ)
MCC Representative Cllr P Murphy (PM)	Secretary Nikki Colley-Priest – (NJCP)
Area Service Manager MCC Alan Browne (AB)	

Item		Action
1	Apologies. Alison Beasley (ABY) Angela Jones (AJ), Cllr Peter Farley (PF)	
2	Approval of Minutes of Meeting The minutes of the meeting held on 11th September 2012 were distributed and approved by DB and PM	
3	Matters arising	
3.1	St Mary's Street Road works. Following representations to Wales & West Utilities from a wide spectrum concerned individuals and groups this had been deferred until after Christmas	
3.2	Free Parking for Christmas. PM said a decision on allowing 3 free parking days in the run up to Christmas was being made by MCC shortly. Each town would be able to choose which days they preferred.	
4	<p>Chepstowpedia CMC² GR welcomed CMC² to the meeting and explained that the group envisaged a joint approach to introducing Chepstowpedia between MCC, Chepstow Town Council and the Marketing Group and that a budget plan needed to be implemented for future years. The marketing group would like to know what was involved and the estimated costs.</p> <p>CJ explained the background to Monmouthpedia, the proposed implementation plan and the next steps for Chepstow (see appended). Until decisions the next step in the plan had been decided upon it was impossible to cost the exercise.</p> <p>AJ thought that although the same approach to the project could be taken as in Monmouth new elements could be added to the project.</p> <p>PM commented that the appointment of a key person as a single point of contact and to engage with the community in rolling out this project to other town is to be put forward for approval by MCC. He also commented that MCC hoped to have a Wi-Fi CCTV installed in Chepstow by April and that this could possibly be used for implementing a Wi-Fi town in Chepstow. MC said that this might be feasible but there were security issues with this and an alternative would be to use a "crowd" source Wi-Fi.</p> <p>GH commented that since the launch of Monmouthpedia an issue had arisen which the group needed to be aware of.</p> <p>Wikimedia is a non-profit charitable organization dedicated to encouraging the growth, development and distribution of free, multilingual content, and to providing the full content of these wiki-based projects to the public free of charge. It therefore cannot be involved with the promotion of tourism or businesses. These would need to be kept as separate items.</p> <p>DB asked what measurements was in place in Monmouth to the asses the success of the project in the terms of tourism and business. MC said that no data was available at present. After a lengthy discussion it was agreed that a workshop was needed with interested parties to decide on what a digital Chepstow was expected to encompass CJ to contact NJCP with suggested dates for workshop once a co-ordinator had been appointed.</p> <p>Before a workshop was arranged it was agreed for the Marketing group to meet to discuss this</p>	

	within the next 2 – 3 weeks and to invite Richard Cobourne of On Screen Productions and Cohesive communications along in an advisory capacity. GR & NH to contact them.	GR/NH
5	A Boards AB explained that Highways had received several complaints from the general public about the positioning of A boards around the town. MCC are aware that by not allowing A boards outside shops there was the potential to be open to criticism and asked the group for their comments on the guidance that had been circulated. PR commented that the guidance stipulated a 4 sided A board which was not possible by the very nature of an A board and also that expecting businesses to take out a public liability insurance of £5m to cover A boards in the street was rather excessive. DB felt that it was a rather an excessive communication and suggested a more reasonable approach where if an A board was considered to be inappropriately place the business should be asked to place it in a more appropriate position where it did not obstruct pedestrians. PR suggested that if businesses wished to place their boards in a position that contravened the guidelines that they could apply for permission for this. AB to feedback comments to Highways division.	
6	Chepstow Benchmarking SB had asked that this be brought up in her absence. An email with her comments had been circulated to members. A company called amt-i was offering to undertake a benchmarking exercise in the town; this looked at car parking, footfall, vacant shops, mix of occupied shops, post codes of shoppers etc. Something like 12 indices would be used. A simple report would then produced detailing the results but also comparing Chepstow with others enabling you to identify where to direct attention to best effect. The surveys/reports would be useful as support for funding applications, directing resources and in marketing the town – vacant premises. DB commented that this might assist in our argument for free parking. MCC do undertake a benchmarking exercise bi annually but this does not however offer recommendations. It was agreed that the Marketing group would be willing to part fund the £2,500 for which amt-i would do all the work and give recommendations.	
6	2012/13 Events.	
6.1	Hoggin the Bridge JS would not be organising Hoggin The Bridge next year and a decision as to who would be the Marketing Group representative would need to be made.	
6.2	Christmas Entertainment in Chepstow NJCP had as yet been unable to book any entertainment, but had however asked ABY to see if she could organise something through her contacts. Melanie Phillips had suggested organising a flash mob Christmas singing event.	
6.3	Christmas Lights Christmas light switch on will take place takes place on Saturday 24 th November. The Theatre Festival will take place in the Castle mid-June to mid-July	
6.4	Carole Mutlow was organising popular music concerts in the Castel in July	
6.5	The exact date of the 1913 film of Ivanhoe to be screened in the Castle during the summer had	
6.6	not yet been fixed.	
7	A.O.B	
7.1	Banners NJCP had not received the invoice for the banner brackets NH to contact the supplier and forward to JS for payment. NH was still waiting for the invoice for erecting of the banners which was approximately £1200 the cost of the bracket was approximately £500	
7.2	Drill Hall events Apple day was to held at the Drill Hall on 4 th November and a Craft fair would take place on 23-24 th November	
	Meeting ended 20.00hrs Date of next meeting TBA	



MonmouthpediA to MonmouthshirepediA – ‘Big Digital Deal: Monmouthshire Community Futures’

Background

As an innovation project, MonmouthpediA has delivered *significant impact*:

- As the first Wikipedia town in the world, crowd source PR activity has achieved approximately £2.12M advertising equivalent value;
- Over 1000 QRpedia codes installed around Monmouth, 24 blue plaque trail ceramic plaques and over 100 QRpedia plaques on notable buildings;
- Production of Monmouth visitor video;
- Road signs welcoming visitors along with 60 roadside banners; and
- Recent winner of ‘Excellence in Marketing’ in 2012 Monmouthshire Business Awards

However, as the innovation project was organic and experimental a post project evaluation has highlighted that a roll out could provide *additional opportunities*:

- Harnessing of community enthusiasm within other Monmouthshire towns and villages to experiment and innovate in a similar way, raising the profile of Monmouthshire as the first Wiki-County;
- New business models with local businesses recognising the innovation and marketing opportunities; and
- The roll out of QR codes as an innovative marketing activity and the PR benefits this would bring.

Proposed Implementation Plan

It is therefore proposed to integrate both approaches in the Monmouthshire wide project. The Wikipedia ‘roll out’ to be re-framed to work alongside a community curation/business engagement model. This type of legacy project will be complex but will have wider benefits for Monmouthshire. Currently two communities have put themselves forward for the Wikipedia roll out phase, namely Chepstow and Raglan village and discussions have taken place with the Wye Valley AONB regarding a potential Wye Valley trail. A key role of a Digital Communities Coordinator is therefore proposed working alongside CMC² colleagues to project manage the digital project, mentoring communities, assisting them in the collation of digital information to be held on an on-line digital platform serving as a community repository. The Coordinator will also identify funding streams for Wi-Fi infrastructure works. The project will also take into account the installation of the plaques and the associated PR activity required.

Next Steps – Chepstow

- **What is envisaged by ChepstowpediA?**
- **How will it differ from MonmouthpediA to develop its own Unique Selling Point?**
- **How will Wi-Fi be sourced?**
- **How will it be marketed as a visitor experience to add value to Chepstow’s current offer?**
- **Who will coordinate the ChepstowpediA campaign? Wikipedia in residence?**
- **How will project be financed?**