

**Minutes of Marketing Committee Meeting held on
Tuesday 12th February 2013
Chepstow TIC**

Present

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| Chepstow Chamber Representative Griff Rogers – (GR) David Burton – (GR) | Secretary Nikki Colley-Priest – (NJCP) |
| Town Council Representative Cllr Jane Robbins –(JR) | Cardiff University Prof. Kirk (PK) |
| Chepstow Festival Representatives Cllr Ned Heywood (NH) Annie Rainsbury (AR) | Walkers Are Welcome Representative Helen Kenneally (HK) |
| Chepstow Festival of Food & Culture Representative Angela Jones (AJ) | Run for the Border Victoria Jones |
| Area Service Manager MCC Alan Browne (AB) | |

| Item | | Action |
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| 1 | Apologies. Cllr P Murphy(PM) J Sullivan (JS), Cllr Paul Rutter (PR), Steve Sullivan (SS), Cllr P Farley(PF), Robin Woodward(RW), Katie Burton(KB) | |
| 2 | Approval of Minutes of Meeting The minutes of the meeting held on December 18th 2012 were distributed and approved by AB and JR | |
| 3 | <p>Digital Chepstow.</p> <p>GR welcomed PK to the meeting and explained that Chepstow was anxious to have a strong digital presence on the web but the group was keen to explore all avenues before committing to the project.</p> <p>PK recommended that whatever route was decided upon, a phased approach should be taken to attract visitors. The initial investigation should look at what the assets of the town were and who would take control of the initial setting up of the project. A strong infra-structure both static and dynamic would need to be designed.</p> <p>He recommended a Layar Augmented Reality System as developed for City Guide Corfu http://www.youtube.com/watch?v=wKQbT5Oe-d4 This would enable not only historical input, but also eating and drinking venues as well activity to support tourism. This would be accessible via tablet and smart phone and could be tailored to a specific target audience.</p> <p>With initialising any new system, the initial phase would be to look at what information was already available to be incorporated into the new system. DB questioned whether a new system would be sustainable. PK commented that persistence would be needed and a commitment to continual updating of the system would be needed, along with a vision of where the system was headed and what information it was to generate. A Layar Augmented Reality System would mean targeting a mass market of all those with smart phones with added value of being able to offer discounts and incentives and generate feedback. The first step would be to establish a content management system and to establish what various groups of visitors want when they come to Chepstow. Although QR codes are prevalent at present, feature recognition would be better. GR asked what costs might be involved. PK estimated that a ‘Champion Doer’ would need to be employed for the first year and this with building the infra-structure would cost approximately £30,000 in the first year. Assistance with digital literacy amongst businesses might be available from Welsh Government. And it might be possible to get some financial support from the Welsh Government.</p> <p>GR thanked PK for attending the meeting.</p> <p>NH commented that the project would take an incredible amount of time unless a large amount of funding were available and that a decent Chepstow website should be designed before anything else was undertaken. This would enable one website to link to all other local websites.</p> <p>It was agreed before any decisions were made that it was important to establish how people visiting Chepstow are accessing digital information. NJCP to contact SB to ask if this question could be added to the ‘Benchmarking’ exercise.</p> | NJCP/SB |

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| | It was agreed that a sub group consisting of GR, DB & AR met with CMC2 to discuss further options for Digital Chepstow. NJCP to arrange meeting | NJCP |
| 4 | Matters arising | |
| 4.1 | Run For The Border Vintage Car Rally VR informed the group that this would be taking place on 14th April in the Castle Car Park. There would be 100 cars maximum. Entertainment would also be arranged. A website had been set up rftbclassics.tumblr.com and there were also links to Facebook. VJ to send details to AB & NJCP | |
| 4.2 | Chepstow Food & Culture Festival AJ explained that the plans for this were progressing well. Harts Barn Cookery School had agreed to manage the Cookery Theatre and the list of exhibitors was growing daily. Spellbound, The Hairpin bend and Africa Entsha were among the groups providing entertainment. Matt Johnson, Katy Crump and Rich Pitman were among the Authors attending. She still however, required more sponsors. There was now a website designed by herself with up to date information about the event http://www.chepstowfoodfestival.com/index.html | |
| 4.3 | Carnival. JR reported that the Town Council had invited organisation and group along to a meeting with the hope of getting volunteers to take over the organisation of the Carnival but no one turned up. | |
| 4.4 | Planned Events NJCP was trying to collate a list of events taking place over the year to circulate to businesses and asked if anyone knew of events taking place to let her know so they could be included on the calendar of events. | ALL |
| 5 | AOB None | |
| | Meeting closed at 19.40 Next Meeting Tuesday 12th March 2013 | |