

**Minutes of Marketing Committee Meeting held on
Tuesday 3rd December 2013
Chepstow TIC**

Present

Chepstow Chamber Representative & Chairman Griff Rogers – (GR)	Chepstow Festival Cllr Ned Heywood(NH)
MCC Representative Cllr David Dovey – (DD)	Secretary Nikki Colley-Priest – (NJCP)
TIC Representative Katie Burton (KB)	Severn Bridge Half Marathon Andy Ghost - (AG)
Town Clerk Sandra Bushell (SB)	Chepstow Flea Market Sarah Leyfield (SL) Jill Fortiscue (JF)
Town Council Representative Cllr Paul Rutter-(PR) Cllr Jane Robbins- (JR)	

Item		Action
1	Apologies Alan Brown(AB), J Sullivan (JS), S Sullivan (SS) D Burton(DB), C Heritage(CH), P Farley (PF),	
2	Approval of Minutes of Meeting The minutes of the meeting held on 12 th November 2013 were distributed and approved by SB seconded PR	
3	Matters Arising	
3.1	Town Map KB was still in discussions with Tom Haverly and was awaiting a quote for the work involved.	
3.2	Cross Country SB had written to Cross Country trains and was awaiting a reply. SB had not contacted Richard Cobourne regarding this but hoped to arrange a meeting in the new year	SB
3.3	Monthly Road Closures SB reported that the Town Council had agreed to fund the cost of a road closure the 4 th Saturday of every month. It was planned to extend the Farmers Market on these Saturdays and also to include some other sort of event each month. These would be put forward to the open meeting re benchmarking Chepstow to be held on 28 th January at the Drill Hall	
4	2013/14 Events	
4.1	Severn Bridge Half Marathon AG presented his proposal for a Half marathon across the Severn Bridge. After negotiation, He has provisional permission to close the bridge to traffic on the August Bank Holiday Sunday of next year. He explained that there are a variety of other considerations, and negotiations, to take place in organising such an event, and he and colleagues are currently addressing these. He hopes this will become a highly attractive event, at an iconic venue – The original ‘Gateway to Wales’. Part of the proceeds will go to two charities, one of which is the St. David’s Foundation. Whilst they has the expertise to organise the event, it would help them considerably if they could gain official support from the town, in the shape of a ‘letter of support’ from the Marketing Group as they think this might well ‘lubricate the wheels’ in their efforts to put in place the logistics required to make the event happen. Whilst they would endeavour to limit local disruption, there would be a certain degree, as there is when the bridge is closed for routine maintenance. However, the race does tick the box of a number of political agendas, on both sides of the Severn. ‘Health and Wellbeing’, recreation, tourism and local tourist accommodation and retail outlets will also benefit. There is potential for local primary schools to target classroom work towards the race, both from a sports perspective, and addressing ‘healthy eating’ issues.	NJCP/SB NJCP NJCP

<p>4.2</p>	<p>It was agreed to support this event taking place on the Severn Bridge and would discuss how further the Marketing group could take advantage of the event to promote Chepstow when further details of the route and organisational aspects of the event had been confirmed.</p> <p>Flea Market. In response to the appeal in the Local Press earlier in the year for people to come forward and 'Put the Heart back into Chepstow Campaign' SL and JF had come forward with a plan to organise an annual Flea Market in the town. The proposal put forward :</p> <p>' Chepstow Flea Market ' to put the heart back into Chepstow.</p> <p>The aim is to initiate an annual open flea market in Chepstow Town with stalls and pitches in several locations throughout the town centre, castle dell grounds and the riverbank.</p> <p>The event will be held on one day of the year probably a Saturday or Sunday during the month of July or August and to have the inaugural event to coincide with the Chepstow Festival in 2014.</p> <p>The stalls, pitches and table tops will be available for anyone wanting to sell Antiques, Bric –A –Brac.</p> <p>They would be looking to encourage local schools and organisation to book a stall during this event and to approach all shop keepers and businesses in the town to ensure that they were aware of the event and for them to plan what they can add to attract visitors and generate a vibrant occasion and hopefully help (make them some money !).</p> <p>All stalls, pitch holders will provide their own table or rug and each would be charged a nominal amount to cover the traders licence of £3.00 and the remaining fee to cover costs for the event.</p> <p>GF and SL are residents in the area and very keen to set this event up for Chepstow and would like to gain agreement for the event to go ahead and support for some aspects of getting this off the ground.</p> <p>They have already gained 50+ interested stall holders and this number is growing.</p> <p>It was also suggested that businesses could book a pitch outside there store to sell end of line goods. They did not plan to have Food stalls (Burger Vans) but saw no reason why food could not be offered by local businesses as happened at events such as Hoggin the Bridge.</p> <p>It was agreed to support this event. SL asked if anyone had advice on setting up a market in the town. NJCP commented that she believed there was quite a lot of paperwork that needed to be completed by store holders for a traders license and she agreed to write to JS asking for advice. SB asked that she be copied in to any correspondence.</p> <p>It was agreed that the date for this event would be 28th June which coincided with Chepstow festival and also the monthly Saturday Road Closure.</p>	<p>AB</p>
<p>4.3</p>	<p>Entertainment on Saturdays leading up to Christmas Abigail Seabrook would be performing on 14th Dec in Beaufort Square. Chepstow Town Band to perform on 21st Dec followed by Abbigail and friend singing Christmas Carols in Victorian Costumes.</p>	
<p>5</p>	<p>Chepstow Benchmarking and Branding A meeting had taken place with a sub group to discuss the benchmarking report and had come up with the following action proposals to take forward to the open meeting on 28th January.</p> <ul style="list-style-type: none"> • Use empty shops as pop up shops • Make benchmarking report available to Estate Agents for potential retailers • Street market once a month • Website – have one central website which linked in with existing websites with the opportunity for businesses to put links to their websites • Car Parking - action can't be taken until MCC report is issued, other suggestions were to advertise in the car parks and introduce mobile phone app to pay for car park on line rather than have to lose money because machines do not give change. (NJCP to send SB car park charges proposed by Chepstow Chamber of Commerce which DD said had been well received at a workshop organised by MCC.) • NH suggested pooling resources by having one leaflet going out annually advertising all the events going on in Chepstow, with advertising space for 	<p>SB</p>

	businesses.	
6	A.O.B	
6.1	Merger of TIC with Chepstow Museum. DD reported there was a meeting planned for next Thursday when more details of what had been decided would be available. NJCP to invite Rachael Roberts from MCC to the next meeting to discuss the future of Chepstow TIC.	
6.2	What's On Guide NJCP reported that she had received requests from several people requesting that What's On Guide was published a week prior to the beginning of the month. GR advised that there were administrative issues relating to this but he would consult with Sue as to whether this was possible.	
	Meeting closed at 19.30 Date of next Meeting: Tuesday 7th January 2014 Chepstow TIC	