

Newbury BID Events & Marketing Group – Meeting Minutes Wednesday 6th September, 2017

A Meeting of the Newbury BID Christmas & Events Group was held on Wednesday 6th September, 2017

Attendance: Russell Downing, Rob Boobyer, Jodie McAndrew, Andy Marmot, Granville Taylor, Ali Carter, Paula McAuley & Peta Stoddard-Compton.

1. Welcome & Introductions

All are welcomed and introduced by the chair of the meeting, Rob Boobyer. Andy introduced himself, as the new Parkway Manager formerly of West Quay, Southampton.

2. Apologies

Fiona Crook Smith, Caroline Edmunds, Ross Drake and Alison Bird.

3. Minutes of last meeting.

Rob Boobyer proposed that the Minutes of the meeting of the Events & Marketing Group held on 5th April, 2017 be approved as a true and correct record; Paula McAuley seconded this.

4. Christmas

Dates have been set for Christmas 2017 as follows-

26th November – Light switch-on

Initial switch-on to be co-ordinated with Parkway and the Kennet Centre for a unified approach. Same format as last year, but slightly earlier. Full schedule to be sent out. Event is too big for the space we have. January/February to discuss alternatives. Santa is booked.

Action: Look at producing a food and drink discount scheme to increase dwell time.

3rd December - Santa Fun Run – Laura to speak to Rotary Club re the route

7th December - Best Dressed Window - need judges

14th December – Choir of 1000 voices/late night shopping

5. Footfall

July up 1%, outperforming rest of the South East. Approximately 800k for the month.
Sunday's best day up 8%
Full data can be found on the Visit Newbury website.

6. Events for 2018

Puddle Jumping 8th April
Jazz & Blues – 14th/15th July
Dragon Boat Racing – 30th June – looking for sponsorship and corporate teams.
Covers Festival – August Bank Holiday – various acts covering song by Oasis etc.
Car Display – potentially under a different format
St Georges Day
Get Active Day – but to be renamed.

7. Marketing

“Summer in Newbury” brochure proved a success and is to be repeated for Autumn/Winter.
Pooling resources with the Racecourse, shopping centres, and Newbury BID was agreed to be the way forward.

Lamp post banners should be in place by the end of September.

Two additional banner spaces have been identified. One in the Market Place and one at the north end of Northbrook Street. Once tested these should become available for hire.

Ali Carter to provide a marketing summary detailing website traffic.

8. A.O.B

Peta Stoddard Compton is going to discuss parking charges at West Berkshire Council.

Next meetings to be held on **Wednesday 24th January, 2018** at 10.30 – 12.30 Room F9a

Tuesday 10th April, 2018 at 10.30 – 12.30 Room F9a

Tuesday 10th July, 2018 at 10.30 – 12.30 Room F9a

Tuesday 9th October, 2018 at 10.30 – 12.30 Room F9a

Please note these dates differ from the Agenda sent previously, due to room availability.