

# Swindon Marketing Group

9.30am, 1<sup>st</sup> April 2008

## Minutes

### Present

Robin Bailey (RB) – Director, Insurance and Investment, Nationwide (Chair)  
Mark Ross (MR) – Chief Exec, inSwindon (Vice Chair)  
Gavin Calthrop (GC) – Communications Manager, SBC  
Mike Pringle (MP) – Swindon Cultural Partnership  
Carol Heneghan (CH) – Director of Marketing, The New Swindon Company  
Sue Pycroft (SP) – Vox PR/Swindon Chamber of Commerce  
Clare McDougall (CM) – Executive Support Manager, RWE nPower  
Natasha Acres (NA) – WOW Creative  
Sinclair Brown (SB) – Marketing and Inward Investment Manager, SBC  
Matt Spencer (MS) - Economic Projects Officer, SBC

### Apologies

Nick Williams (NW) – Marketing Manager, Swindon Designer Outlet  
Philip Cooke (PC) – English Partnerships  
Peter Wynn (PW) – Development Manager, SWRDA  
Dave King (DK) – Editor, Swindon Advertiser

## 1. Previous Minutes

CH asked for the minutes to fully reflect the discussion at the meeting.  
RB suggested that the minutes should be sent out in draft form to the rest of the group for comments. RB will then sign-off the minutes.

## 2. Matters Arising

Draft brief – on agenda  
KPIs – to be on next agenda

**Action: MS to put KPIs on next agenda**

### **3. Reporting Structure and Governance**

There was a discussion around the reporting structure, i.e. how the Marketing Group fits in to the stakeholders' structures, and whether there is a need for a terms of reference. It was also raised that the members of the group must be empowered to make decisions on behalf of the stakeholders. Therefore, the terms of reference must highlight named individuals who can take responsibility for decisions.

**Action: SB to produce and circulate a draft terms of reference**

### **4. Vice Chairman**

MR was appointed as vice-chair at the last meeting. It was raised that RB, GC and MP all attend the SSEP Management Board so they need to work with MR to ensure that the Marketing Group is adequately represented.

### **5. Marketing Communications Proposal**

The proposal went to the SSEP Management Board on the 21<sup>st</sup> February. The proposal covers the short term and includes a budget from SBC as well as a plan for a website and supporting PR. It was agreed that the main aim of the PR activity will be to direct traffic to the web site.

In the longer term, there is a need to develop a business plan and then, alongside the visioning project, develop a brand for Swindon.

### **6. Business Plan Facilitator Paper**

The Business Plan Working Group will consist of MR, MP, RB, CH, SB and Billy McKenna of SWRDA (if possible). 3 facilitators to be invited to tender for the project, to produce the business plan.

**Action: CH to arrange date for facilitator meetings, advise MR, MP, RB and SB, and circulate the consultants' credentials**

**Action: CH also to discuss with PW re inviting Billy McKenna from SWRDA to join the sub group**

It was agreed that a funding section should be put in to the criteria selection matrix to ensure that the funding plan is incorporated.

**Action: Group to email CH to identify key criteria for selection process.**

CH added that more developers will be on board next year, including Modus who are keen to get involved and could possibly contribute to the marketing budget.

### Timeline

The facilitator needs to be selected by the working group by the end of April with the aim of presenting the completed business plan to the SSEP Management Board at the September meeting.  
Implementation of the plan to start in April 2009.

## **7. Website Proposal**

SB confirmed that the proposal was written as a brief to be sent to a web design agency. The website will focus on Inward Investment and will raise awareness of Swindon as an inward investment location.

The website will link to a property search software package, with Alcium Software the preferred solution.

*Post Meeting Note – Please see [www.evolutive.co.uk](http://www.evolutive.co.uk) for more details*

CRM functionality was discussed as being important for the longer term, with the suggestion to review the Capita system within SBC.

There was a discussion around the website specification in terms of essential and desirable features, in terms of who would maintain content, and there were concerns that asking web agencies to tender against the current specification may prove risky. There was also a discussion around whether the budget of £30,000 was enough.

MR commented that the document is good in terms of getting the project moving but it could have a clearer timeline of delivery. CM added that the project could benefit from having expert advisors, possibly from nPower and Nationwide. RB added that there needs to be a working group for this projects, headed by MP along with SB, MR and the advisors identified below.

SB added that the website needs to perform effectively in SEO terms, as there will not be a great deal of marketing activity in the first year to promote the site. NA added that website builders don't necessarily understand search engine optimisation techniques, and perhaps the functions need to be split between providers.

There was then a discussion around the need to ensure the website is fully tested, and to identify any necessary ongoing resources, running costs and future requirements for the web site in the business plan. It was also agreed that, if the required skills were not available within website companies in Swindon, that we may need to go outside the town.

**Action: RB to seek a suitable advisor from Nationwide**

**Action: CM to seek a suitable advisor from RWE nPower**

**Action: SB to arrange a website working group, which will then refine the website proposal**

*Post Meeting Note – Web meeting held 9 April with RWE nPower specialist in attendance*

## **8. The Council's Visioning Work**

Confirmed that RB is the SMG representative in this project.

**Action: SB to advise RB on status of the project**

*Post Meeting Note – copy of draft Visioning brief sent to RB*

## **9. Events Calendar**

MS stated that there is now an events calendar of business-focussed events on the SSEP website ([www.ssep.org.uk/ssep-events/](http://www.ssep.org.uk/ssep-events/)). There was a suggestion that a marketing angle could be put on events that Swindon people should be involved in.

CH added that she has produced a matrix of spokespeople for contact by the press. GC is the main SBC contact for PR areas. SP added that it is worth putting together a pool of business reps that can speak on a national level. RB agreed but added that the reps need to be fully briefed.

## **10. Swindon Business Charter**

RB brought the business charter to the attention of the group, as there is a section relevant to the SMG on improving the image of Swindon. This document has been produced by the Economic Development Team in

consultation with the SSEP Management Board, has been approved by the Cabinet, and is shortly to be printed.

## 11. Top Ten Facts

MS had circulated information on key facts with some background. It was suggested that these could be more widely utilised in communications – eg NA added that each SSEP newsletter could contain one of these facts.

## 12. AOB

### Marketing Requirements

CH informed the group that she had received some marketing requirements from the Inward Investment Committee (IIC) regarding a contact booklet of SBC officers and a 4-page flyer for a mailout advertising Swindon. RB added that the IIC need to apply to the SSEP Management Board for agreement, as this was not currently budgeted for with SMG plans.

**Action: CH to request a fully-costed proposal for the IIC's marketing requirements.**

### SWRDA Involvement

RB enquired as to whether SWRDA were still involved with the group. CH had a meeting with the corporate communications representative from SWRDA (Billy McKenna) who could be an alternative representative from SWRDA.

**Action: CH to discuss with Peter Wynn and Billy McKenna of SWRDA**

It was stated that English Partnerships don't have the resources to attend the group.

**Action: CH to have a discussion with English Partnerships to determine who their representative is**

### Marketing Activity

The group was in agreement that marketing activities to promote Swindon conducted by individual stakeholders should be brought to the group to make them aware. This is an issue of communication and will lead to consistent messages

## THINK08

CH informed the group that the New Swindon Company are attending the Think Conference on the 7<sup>th</sup>-8<sup>th</sup> May. TNSC will be a silver sponsor of the event and will share an exhibition stand with Muse Developments. TNSC's Economic, Property & Regeneration Overview (produced by Knight Frank) will be launched at the event. The event's audience will consist of developers, investors and property specialists. Please see [www.think08.co.uk/](http://www.think08.co.uk/) for more details.

### **13. Date and Time of Next Meeting**

9.30am, Tuesday 13th May 2008, (Venue tbc)

( A full schedule of meetings for 2008 being checked with RB's PA)