

Swindon Marketing Group

11am, 13th September 2007

Minutes

The New Swindon Company,
Wiltshire Court, Farnsby Street

Present

Sinclair Brown (SB) – Marketing and Inward Investment Manager, SBC
Peter Wynn (PW) – Development Manager, SWRDA
Clare McDougall (CM) – Executive Support Manager, RWE nPower
Dr Mike Pringle (MP) – Chair, Swindon Cultural Partnership
Matt Spencer (MS) - Economic Projects Officer, SBC
Robin Bailey (RB) – Insurance and Investment Director, Nationwide
Carol Heneghan (CH) – Marketing Manager, The New Swindon Company (NSC)
Sue Pycroft (SP) – Vox PR/Swindon Chamber of Commerce
Nick Williams (NW) – Marketing Manager, Swindon Designer Outlet
Rikki Hunt (RH) – Chair, Swindon Strategic Economic Partnership (SSEP)

Apologies

Gavin Calthrop – Communications Manager, SBC
Mark Ross – Chief Exec, inSwindon
Philip Cooke – English Partnerships

SSEP Context

RH gave a presentation on the background of the SSEP, with the key messages being:

- RH was brought in to set up SSEP
- Biggest task was to sort out stakeholders and make the groups and sub-groups quite select so that they did not become talking shops
- Management Board concentrates on strategy whilst the sub-groups concentrate on delivery
- Most members of the Management Board also sit on certain sub-groups, therefore they act as links between the two bodies
- The sub groups are as follows:
 - ◊ Major Employers Network – the last group to be set up as we need to be sure what the SSEP offers large companies

- ◇ Employment and Skills – tasked with developing a workforce with the right skills base for our economy
 - ◇ Regenerating Places/Growth –tasked with creating a vibrant and sustainable Swindon
 - ◇ Special Projects Group –tasked with developing a facilitating transformational projects, such as the university and the Science Museum
 - ◇ Enterprise Group –tasked with supporting new and existing small and medium enterprises
 - ◇ Policy Group – tasked with co-ordinating policy areas throughout the partnership
 - ◇ Marketing Group – GC is currently the link to the Management Board but in the future he will concentrate on communications at the Management Board level. RB, as Chair of the Marketing Group, will act as the link between the two bodies.
- The SSEP coordinates the 4th block of the Local Area Agreement (LAA) – the Economic Development and Enterprise Block
 - Bill Cotton, Director of Economic Development at SBC is looking at establishing an integrated vision for the town
 - The SSEP was heavily involved in negotiations with UWE regarding a university in the town centre
 - The SSEP will be launched at Hayley Conference Centre on Wednesday 14th November at 8.30am

Purpose of the Group & Terms of Reference

CH outlined the purpose of the group. The key messages were:

- Role and Purpose = *To coordinate marketing activity for Swindon creating key messages and resources for Swindon organisations to adopt, building a strong, clear, consistent, relevant and well managed image, focusing largely on outward facing promotional/communication activity.*
- Strong consistent message. Needs to link in with the aforementioned vision but needs press coverage in the meantime – perhaps a web presence
- Need to focus on outward facing promotion but also need to keep the people of Swindon informed.
- Membership – new editor at Swindon Advertiser is Dave King (starts next month) and he will be invited to the next meeting. Need to get the local paper on board so that positive messages are presented.

Comments from the group

- PW – need to mention delivery in the role and purpose statement.
- MP – it focuses on largely on outward communication so needs to be altered slightly to reflect internal (meaning within Swindon) communication.

Action – CH to alter Role and Purpose statement (reflecting the comments made by the group) and re-circulate

CH outlined the structure of the sub-groups. The key messages were:

- Visitor Engagement sub-group – tasked with increasing visitor numbers in Swindon. SB added that he is currently working with the Wiltshire and Swindon Destination Management Partnership (W & S DMP) to develop tourism provision. The new Visit Swindon website will come out of that partnership. Therefore there is a need for a representative from the W & S DMP to sit on the Visitor Engagement sub-group
- Media sub-group – tasked with building strong links with the local community and media organisations. CH & SB will talk to local BBC radio and Swindon Business News about their possible involvement with the sub-group
- Inward Investment sub-group – tasked with maximised inward investment opportunities and engaging inward investors.
- RB – need to ensure sub-groups are output driven

Communications

Action: SB to produce short summary of Stage 1 to send to stakeholders to maintain momentum on communications

Benchmarking

- The Project Team has looked at other towns and cities. They grew organically over a long time period with funding. Glasgow is one good example.

*SB showed the group the Glasgow Positioning Model
("Glasgow Wheel")*

Action: The group agreed to use this model as a basis for taking forward the marketing of Swindon

Action: SB to talk to Glasgow Tourist Board Managing Director re how they developed their model

- SB – has asked a group of students from Swindon College to research Swindon's image. MP – perhaps a media group from the College could get involved?
- NW – Cardiff brought in a strapline that reflected people's perceptions; *Cardiff – Europe's Newest Capital*. Starting point is to reflect people's opinions

SSEP Conference

- SB – there could be an opportunity to present the model at the SSEP launch

Action: SB & CH to discuss

Visioning and Branding

SB showed the group the Visioning and Branding slide to explain Bill Cotton's Visioning Project

Action: SB to review timing in line with "Glasgow Wheel"

Action: SB and CH to look at setting up an Achievement Archive

Action: CH & SB to produce PR planner/matrix for forthcoming activities and events

- CM – Could have a slide at the SSEP launch on what the Marketing Group and/or its individual members have achieved
- SP – Swindon Advertiser has tended towards poor stories but there is huge potential with a new editor on board
- PW – Gloucester Citizen editor sits on the board of the Gloucester Heritage Urban Regeneration Company

Action: PW to ask Gloucester Citizen editor what he gains from being on the board and whether he publishes the board's good news stories

- CH – Midas do an all-inclusive site for Manchester. www.investinmanchester.com
- CH – has prepared some preliminary designs for MakeitSwindon; an all inclusive portal that links to other websites
- MP – the best option is probably to have a linked-up search box that sits on all existing websites. This search box would have consistent branding

Action: CH to develop proposals for a web presence with SB & MP

Budget

- RB – need some working capability

Action: SB & CH to look at realistic budget and what we can achieve and then take proposals to RH

AOB

- RB – timing of meetings; each meeting should start around 9am
- RB – all the Chairs of the sub-groups should be on the main Marketing Group

Date and Time of Next Meeting

9.30 – 11.30, Wednesday 31st October, The New Swindon Company offices