

Swindon Marketing Group

9.30am, 31st October 2007

Minutes

The New Swindon Company,
Wiltshire Court, Farnsby Street

Present

Sinclair Brown (SB) – Marketing and Inward Investment Manager, SBC
Gavin Calthrop (GC) – Communications Manager, SBC
Mark Ross (MR) – Chief Exec, inSwindon
Philip Cooke (PC) – English Partnerships
Peter Wynn (PW) – Development Manager, SWRDA
Clare McDougall (CM) – Executive Support Manager, RWE nPower
Mike Pringle (MP) – Swindon Cultural Partnership
Matt Spencer (MS) - Economic Projects Officer, SBC
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

Apologies

Robin Bailey (RB) – Director, Insurance and Investment, Nationwide

Minutes of Last Meeting

The role and purpose of the group has been developed to:

To create life long customers for Swindon by: improving Swindon's image; developing and delivering marketing activity; creating key messages and resources for organisations to adopt; and building a strong, clear, consistent, relevant and well-managed image.

Action: CH will produce a report with costings for marketing activity e.g. website

Sub-group Updates

- a) Inward Investment: this sub-group has moved to the Regenerating Places Group as the Management Board sees that marketing should be separate from inward investment facilitation. James Lockhart will chair the sub-group
- b) Media Group: the first meeting was postponed as the local media were otherwise engaged. This sub-group is needs to coordinate messages and raise knowledge of projects. The marketing organisations need to be part of the message rather than just its recipients

Action: CH will reschedule the Media Sub-Group meeting

Comments

PC – the Marketing team in Gloucester produces a newsletter and then sends it to media organisations, with items already easily digestible and in a correct format

- c) Visitor Engagement: a new Visit Wiltshire website will be launched shortly that will include a Swindon section. This sub-group incorporates the hoteliers and attractions groups

Action: SB will arrange the 1st meeting

Branding

SB gave an update of his research on the Glasgow branding model. The creator of the model developed an event-led approach.

Comments

NW – need to look at setting up an ambassador programme

GC – need to market what we have already. We have good messages to send out and the brand will develop over time.

Visioning

The output of the Visioning project so far was presented.

Comments

MP – sustainability is a dangerous thing as other towns and cities are streets ahead. We should use the buzz words that are included in the visioning exercise but don't get too distracted by the process.

Action: SB will send around the summary of stage 1

Action: The team agreed to move forward with this model to guide branding development and not to let the visioning project delay activity any further

Resources and Funding

Resources and funding issues were discussed. It is proposed that a funding plan be developed along with the branding plan – with a view of putting a proposition to the private sector

Action: CH will design a framework for recording marketing activity and resources and send it round to the group for people to fill in

AOB

The Marketing Group will have a presentation slot during the SSEP Conference. MR offered to help out at the Marketing Group stand.

Action: SB & CH to discuss this with RB

Date and Time of Next Meeting

(provisional) 9.30 – 11.30, Tuesday 11th December, The New Swindon Company offices

Action: RB to contact the group to clarify meeting times