

Visit Swindon

Minutes

10am Tuesday 10th June 2008.

Swindon Borough Council Offices
Premier House, Station Road, Swindon SN1 1TZ

Attendees:

Jan Leard	Visitor Information Centre
Nick Williams	Designer Outlet Centre
Nick Prescott	Menusinswindon.com
Phil Lunn	Capita
Sinclair Brown	Swindon Borough Council
Kathleen Day	Swindon Borough Council

Apologies:

Jo Heaven	Swindon College
Emma Valentine	Lydiard Park
Steph Tully	In Swindon
Andrew Spink	De Vere
Laura Hunt	Old Town Traders Association

1. Matters Arising

- New members – Rod Hebden Science Museum will be joining the group as of the next meeting.
- Tourism Forum- will open forum to wider audience to include those who will be involved in the tourism trade. Eg, retail, travel
Nick Williams to present.

2. Menus in Swindon presentation Nick Prescott.

118 restaurants already involved.

Finalising a loyalty scheme

Data generating

Available to all accounts within Swindon area

3. Phil Lunn presented the project to review the management of visitor information in line with the wider tourism strategy development.

4. Group discussed Glasgow branding model.

Suggestions of the Value of the Swindon Brand, How it makes you look and how it makes you feel.

5. Next Meetings.

Still to be arranged.
The Swindon Brand.

How the Brand makes me feel.

- Pride
- Ambassadors
- Swindon Firsts
- Heritage/ Culture
- Optimism
- Innovative Town
- Global (population and business)
- Countryside
- Diversity
- Accepted.

“ Buzz of the town, tranquillity of the countryside.”

How does the brand make me look?

- Modern
- Content
- Bold
- Purpose
- Attractive
- Satisfied
- Connected
- Safe

Values

- Opportunity
- Openness
- Cosmopolitan
- Broadness
- Multi Cultural
- Integrated
- Inclusive
- Productive
- Progressive
- Nurturing
- Aspirational