

Attendees

Tom Trevarthen, Crimson Rhino (Chair)(TT)
 Sophie Fuller, Sophie's café (Chair of board) (SF)
 Aled Rees, Cambrian Tours, Shop Y Pethe (AR)
 Kathryn Colling, Cambrian Tours (KC)
 Nia Evans, Arad Goch (NE)
 Eddy Webb, Insynch (EW)
 Ian Smith, Furniture Cave (IS)
 Cllr Brendan Summers, Town Mayor (BS)
 Cllr Martin Shewring (MS)

Observers

Gweneira Raw-Rees, Aberystwyth Town Council (GRR)

Apologies

Alex Hales, No21 Flowers (AH)
 Steven Burgess, Red Squirrel Marketing (SB)
 Helen Dimmick, Caesars (HD)
 Jim Wallace, Aberystwyth University (JW)

Item	Detail	Action
1.0	<p>Welcome and introductions</p> <p>TT welcomed everyone and made introductions for anyone new to the group.</p>	
2.0	<p>Apologies for absence</p> <p>Apologies given as above.</p>	
3.0	<p>Minutes of the last meeting</p> <p>The group approved the marketing workshop report of the last meeting as an accurate record of the evening's discussions.</p>	
4.0	<p>Actions from the last meeting</p> <p>TT identified that the group should look through the report and start to identify key areas for development.</p>	
5.0	<p>Collaborative tourism grant</p> <p>GR explained about grant that has been applied for and the festival of events that have been proposed. Including a destination for lovers' festival, 25th January. Celebration of princess Gwenllian in June. It is to help promote a sense of place and cultural identity.</p> <p>We all agreed the suggested put of season events is a great way to boost tourism out of season and make Aberystwyth a destination all year round.</p> <p>We discussed ways we can use our relationships to help these events, including the re-enactment society at the University as well as the Equine society for a horse parade.</p>	<p>GR to keep us informed and lead us to a business proposal if funding is approved.</p>

<p>6.0</p>	<p>Engagement The group discussed engaging more people at a local level and how this may be one of our key roles in the future to help promote events effectively and coherently. EW suggested he could be a point of contact for social media marketing plans and effective direct email marketing. It would be sensible to have a marketing budget including social media and Adwords promotion.</p> <p>6.1 Start date / handover TT BID manager to start work on 1st March and MJ to do a handover with him as soon as possible after that, then the group can</p>	<p>New BID manager to liaise with Insynch and learn how to update the website in order to update events and promotion.</p>
<p>7.0</p>	<p>Progressing project themes</p> <p>7.1 Arad Goch NE then laid out the plans for Arad Goch's summer festival, two weeks in August. Cantre'r Gwaelod. There will be a story tree on the prom that will be able to take 8 -10 at a time. Story crawls through pubs and cafes in town will take place throughout the festival. It will end with a large picnic feast on the prom where picnic boxes purchased from local businesses and brought with them, the potential for branding is there.</p> <p>There is also a legacy value to the book of stories that will be written throughout the festival, which is another avenue for branding exploration.</p> <p>It is estimated to cost 77k, 54k is already acquired and other sources are currently applied for. Potential BID sponsorship is an option if a business case can be made to levy payers for support.</p> <p>EW suggested this was something we could help to market and promote to ensure as much local and visitor support as possible.</p> <p>7.2 Promoting and marketing our offer The group discussed events that we could promote as a town. St David's Day was chosen as one, it was identified that this was too late to do this year but we would put something together for next year. A suggestion was to support it with the BIG SMILE competition, where local businesses can take pictures of their customers smiles and schools and individuals can enter, then a judge will pick a winner. They could receive a hamper of local goods.</p> <p>The summer programme was identified at another area that needed to be looked at. This included the band stand and the carnival. BS is going to keep us informed on the carnival and ways we can help grow and promote it.</p>	<p>SF and BID manager to meet with Arad Goch and see what can be identified to put in a business plan.</p> <p>SF and BID manager to liaise with Arad Goch and EW about ways in which we can help the promotion.</p> <p>SF and the BID manager will meet with mentor about the summer programme</p>
<p>8.0</p>	<p>Communication protocol The group discussed the need for a communication strategy. SF explained the key priority of the new BID manager will be to make all</p>	

	levy payers members of the BID company and collect their information so we can send them information directly and encourage them to be involved.	
9.0	<p>Aberystwyth as a destination</p> <p>AR outlined Aberystwyth lack of visibility nationally and internationally to back up its reputation. As a tour operator to Wales, he is keen to put Aberystwyth on an itinerary but other tour operators rarely push Aberystwyth as more than a convenience break.</p> <p>We discussed an Aberystwyth stand at the Royal Welsh that could be the overarching offering and then bring key local attractions to put us under one umbrella. Other ideas include the national Eisteddfod.</p> <p>The group discussed separating the group into Aberystwyth internally and Aberystwyth externally. The board of directors agree with this. It will need further discussion to see what areas will fall into either. Instead of separating the groups which the theme group were more reluctant to do, it was suggested we could split the meeting into two halves.</p> <p>The idea of an Aberystwyth app was discussed. We will look at other towns apps and see what is best practice.</p>	<p>AR will put a business plan together to promote Aberystwyth to a wider audience but in a more coherent collaborative manor.</p> <p>BID manager to look into this and cost it out.</p>
10.0	<p>AOB</p> <p>We need templates of business plans</p>	SF to get from MJenkins
11.00	<p>Date of next meeting</p> <p>Wednesday 15th March @ Arad Goch 6pm</p>	