

NB: Full minutes were not taken as the group was not considered quorate.

## **Aberystwyth Steering Group Meeting**

**Thursday 19<sup>th</sup> February 2015, 6:00 pm – 7:00 pm**

**Le Figaro, Alexandra Road, Aberystwyth**

### **Attendees**

Chris Mackenzie-Grieve, Wiff Waff  
Julie Morgan, Menter Aberystwyth  
Paddy O'Malley, Menter Aberystwyth  
Mike Fisher, Le Figaro

Chris, Boots  
Peter Austin, Ceredigion County Council  
Peter Williams, The means  
Laura Smith, The means

### **Apologies**

Jane, Aberdasher  
Alexander Hales, No. 21 Flowers  
Laura and Jenny Harding, Her Dandy Wolf

Richard Griffiths, Gwesty'r Richmond Hotel  
David Michael, NLW  
Theresa Hales, Caesars

### **The following points were raised during the discussion:**

<b>Topic</b>	<b>Discussion</b>	<b>Action</b>
<b>Marketing/ branding the BID</b>	<p>LS explained the need to appoint a design agency to assist in branding the BID, and explained the process involved. She highlighted the need for involvement from the businesses in shaping the vision and message of the BID, as the brand should be representative of the values of the group.</p> <p>In response to a query, PW informed the group that funding from the Welsh Government and the Council included a budget for marketing and events.</p>	LS to distribute creative brief to the group for review and comment
<b>The BID boundary/ matrix exercise</b>	<p>PW provided the group with an introduction to the matrix exercise developed by The means to assist in determining where the BID boundary should be drawn.</p> <p>PW indicated that the exercise involved ranking potential zones according to their do-ability, sustainability/ viability and marketability in order to arrive at a consensus as to where the boundary should be drawn.</p> <p>PW highlighted the importance of this exercise in shaping the BID programme, as services proposed must respond to the issues/ requirements within each area.</p>	LS to distribute matrix pack to businesses in advance of the next meeting
<b>Events</b>	During a discussion around Aberystwyth's event calendar, the following points were raised:	

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	<ul style="list-style-type: none"><li>• The town has lost a number of key events over recent years, including the Ian Rush football tournament. These events were effective in increasing footfall in the town.</li><li>• Aberystwyth will again be hosting the Aber Cycle Fest in May this year; this provides excellent opportunity to promote the town, and for the BID to be involved in this.</li><li>• The group reflected on the lack of cohesion in the organisation and promotion of events in the town, and the need to coordinate activities to maximise benefits to businesses.</li></ul>	
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