

Minutes of Battle Marketing Meeting – 18 April 2018

Present:

Natasha Williams (EH):
Jill Dain, Brochure Connect
Jane Ellis, Hastings Borough Council
Matt Southam, BBB
Julia, Crowhurst Park
Cllr David Furness, Battle Festival
Helen Baker, Chamber of Commerce
Oliver Champion, battlesussex.co.uk
Debbie Noble, Events
Cllr Kevin Dixon, RDC
Cllr Andrew Ratcliffe, BTC

Not present

Sarah Hall, Battle Museum
Ryan Shoobridge, House of Cards
Donna Hall, RDC

1. Apologies: Sarah H, Ryan S, Donna H

The group congratulated Natasha on her new role at English Heritage.

1. Minutes of 24 January were agreed without amendment.

2. Presentation of visitor map by Suzan Aral of Aral Designs.

Green front cover was chosen as was design number one of the map itself/ take me I'm free and quirky phrases such as this to be included on leaflet to give a friendly feel to the map to reflect the feel of the town.

Additional points for map: Free entry to church and museum/ from London by rail/Battle Abbey all day car park – cheapest all day parking/ bus stops/ indicate the extent of the battlefield and needs labelling - site of the Battle of Hastings below the abbey to indicate the battlefield/ recreation ground – needs picture to represent it/ include footpaths to recreation ground and all footpaths/ wildflower meadows/ defibrillator points/ ATM locations at Tescos and Crafty Norman/ petrol stations Stiles and Tescos/ EH symbol on Abbey.

Geotourist trails to be included.

No need for more road labels

Include websites

ACTION: JE to provide

Adverts from businesses: to include NAME/ ADDRESS/ Tel/ Web/ 3 POINTS ABOUT WHAT THE BUSINESS REPRESENTS - charge £50 – Helen and Debbie to target a mixture of communities, to give those who get involved in the Battle community first option. See info below regarding the online version of the map. **ACTION:** Debbie and Helen

Suzan can do a version to fit on A4 page to print out, with an additional page which includes the businesses' details who take out an advert. This message needs to be clear when Helen and Debbie go out to sell the adverts. So, there will be two versions of the map - one A4 online and one for folded DL version for print.

Route of 1066 Country walk to be marked through Battle. Suzan needs the route.

ACTION: Jane

On advice from a number of members of the group it was decided that a Google map of Battle would work best for mobile appliances, not an interactive version of the designed map.

Copy needed for pages

ACTION: Jane

Strapline for map: Jane to supply and circulate from Tone of Voice. Or keep the same as current strapline 'Site of the 1066 Battle of Hastings'.

ACTION: Jane

Deadline for map: end April approximately.

3. Geotourist figures update

Battle is outperforming the other towns by far with 5092 downloads to date.

Rye – 449, Bexhill – 1095, 878, 1117, 1075 across 4 trails, Hastings – 1666

Discussion about why this should be. A number of factors:

Anton Lesser effect, no TIC here, lack of competition from any other trails on offer in the town, 950 anniversary good footfall, good launch and promotion of it by Battle Town Council at the start, inclusion of advertising of the trail on marketing materials such as the visitor guide and back of the events card.

We should build on its success. Businesses could exploit this more. Have a look at it and see what can be attach to the trails – show at next Chamber of Commerce meeting.

4) . Social media report on effect of the campaign 2017 – 2018 - see report attached

The quality of the content (i.e images and videos) was reflected by the increased interaction.

Majority of followers are women in all age groups. Biggest age group 25 - 34 year olds.

Top numbers of followers came from Battle (by far), Hastings then London.

Organic reach was good so there was less need for paid for posts.

Matt gave some tips for good social media practice

Story posts are increasing over timeline posts so this should be exploited in the future.

Get your relevant message and content out there quickly. Don't overthink.

Put money behind the ads that are already doing well as this is what people want to see.

Future plan – content needed and also social media training help for event organisers.

The marketing group agreed to put some budget towards offering a 'twilight' training session with the town's event organisers to help them improve their content for social media. Focus on Instagram and Facebook.

MJS Media to propose a package for the training and also for another year's social media promotional campaign with a plan around the bigger events to promote such as Re-enactment, Scarecrow Festival, Medieval Fair, Battle Festival – those events which potentially should draw in people from beyond Battle. To liaise with English Heritage social media guy nearer to autumn. Use 'jab, jab, punch' strategy to keep tone light and friendly and not too heavily promotional then add in the weightier event promotion etc with a call to action to interact with the post or attend an event.

ACTION: Matt

MJS to provide a full report – including what budget was committed to paid for adverts and their success.

ACTION: Matt

With weather forecasts becoming more reliable, social media can be used to give a heads up on good weather too to attract visitors down.

5). Scarecrow Festival and Wildflower Meadows – David Furness.

Scarecrow Festival, this year's theme is 'Memories'. 20 July – 5 August.

Wildflower meadows being planned which should help to attract tourists too. Some opposition from the people who live on the entry routes to Battle as wildflower meadows will mean that the verges won't be mown as regularly.

Tues 24 April Parish Assembly at Memorial Hall – Sussex & Hastings Beekeepers & Fergus Garrett, head gardener at Great Dixter, will be there to support the case for the wildflower meadows. All are invited.

11 August - there is due to be a massive event that will sell out – more news in about 2 weeks' time.

6). Update from groups

Battle Town Council

Events cards sent out via newsletters. Has been done for free due to advertising on the back about the Heritage Trail should be paid for and would come from BTC, so a contra deal done. Andrew has taken the remaining box for distribution to schools. Many thanks Andrew.

ACTION: Andrew

Regeneration of Market Square area of town and Almonry heritage project are still under discussion. Investigating small interactive tourist information boards. Need to be commercially viable – one at Abbey and one in car parks – no indication of costs to date. £20,000 to get them going. Bid to HLF submitted. Town model to go in bandstand.

The Battle Community Tapestry was taken over to Normandy by Tina and Peter Greene where it was extremely well received. The Greenes also took over the Battle visitor guide and other promotional materials in French provided by 1066 Country Marketing. These went down very well and Andrew and Carol had to take out further supplies.

Battle Town Council representatives went to meet Mayor of St Valery for Bayeux Tapestry support to bring it to Battle. Had a tour of town to show BTC reps what St Valery manages to do with their budgets. They have more power than our local town councils. Very open to more twinning too.

In August there is a plan for the mayor and Huw Merriman MP to go to Bayeux to pitch for the tapestry to be displayed in Battle.

Rother District Council

Progression of civil parking enforcement in Rother. To be implemented in 2020. 5p for 7 mins. 20p for half hour. Police to give 30 hrs / week across Rother in intervening period.

Brochure Connect

35,000 guides have been distributed so far through the brochure stands with 6000 requests to date by UK tourist information offices. The weather affected take up. Stands now in local hotels – pick up going up due to better weather forecasts. Town map can be distributed too at no cost if necessary.

Jill told of a case study which supported what Matt had been explaining in his social media report. Disney spend 80% of their advertising budget on targeting their brand ambassadors (those who've rated them 5*), thereby ensuring they look after their existing customers. After this they talked to them in detail and asked them what did they notice first on arrival at Disneyland? Response: Mickey Mouse character – so they increased the number of MM characters they had to greet the families, which resulted in increased ratings.

Battle Festival & Chamber

The Chamber needs more members, lack of interest. Helen reported that the Marketing Group has more relevance at the present time. Chamber has become too insular and not updated itself. Helen keeping it going for time being. The members of the marketing group are all working for the long term benefit of the town. How can the Chamber link with the Marketing Group? Some common areas. Capitalise on the fondness for the town among residents.

Events Group

Nothing to report

Battle Museum

No report

1066 Country Marketing

The work on the new marketing strategy and website are coming along.

A 'tone of voice' toolkit for businesses has been developed to help businesses use a common message across 1066 Country as to what we are about as a destination. This includes storylines that each town can use, straplines, guidelines to the feel of imagery to use and also a circular 'marque' – 1066 Country of Origin, Sussex - which can be used on materials in the form of a stamp or badge. Early adopters to pilot the 'marque' are Jerwood Gallery, De La Warr Pavilion, Source BMX, and possibly Eggs to Apples and Rye Harbour Nature Reserve. The web development company New Mind (who developed the current website) has been chosen to develop the new website with artistic design by Playne Design.

Jane to give presentation at the next Marketing Group meeting.

Other news: 2 tourism exhibitions attended in Netherlands and Belgium – with 105,000+ attendees over 4 – 5 days each show. The Battle visitor guide was well received and was also taken to the Sussex Top Attractions brochure exchange in February.

A very successful Nordics press trip was led over to 1066 Country by Visit Britain Nordics. The group comprised of 3 'influencers' who all produced a great deal of social media on the spot and to date, three blogs. They began their trip in Tunbridge Wells and at Chapel Down Vineyard then came on to visit Battle, Rye, Winchelsea, Hastings, Eggs To Apples.

In May a press group of 3 Chinese journalists, all London based, will be visiting 1066 Country to write tourism pieces, mixed with articles on how we use our history and culture to attract tourists.

Streets of Battle

Donna to send programme to Debbie and she will distribute to businesses. **ACTION:** Donna

Battle Sussex

Website redevelopment continuing.

English Heritage

Poor Easter. Good winter – increase on visitor numbers from last year. Additional opening in March has been good for school groups so this will be repeated but due to early Easter they are playing catch up with the figures. All attractions at 1066 Country meeting reported the same, as did Rye hoteliers.

Easter is quite late next year and is the last weekend of the school holidays. Battle Bug Hunt coming up in May

Crowhurst Park

Teamed up with Batchelor Monkhouse – open weekend. Lots of late bookings this week due to better weather forecast. Seasonal recruitment coming up – please spread the word, especially lifeguards needed. Age limit is 16.

ACTION: All

Bonfire Boyes

Battle's Big Weekend – Friday night - Saturday night.

AOB: Battle Rocks (Helen's painted rock craze which has hit the town) – this is definitely worth future discussion and exploitation.

Next meeting

Wednesday 11 July, 9.30 at Battle Abbey.