

## **Ilfracombe Marketing Group**

**Wednesday 19<sup>th</sup> April**

**1400 THE ILFRACOMBE CENTRE**

### **Meeting Notes**

#### **Present**

Neil Ingram (Chair, ITC Project Officer) – Richard Silver (IHP) – Sharon Furmston (IBTA, The Collingdale) – Barbara Clarke (TIC, Events 4 Ilfracombe) – Nick Mollart (Museum) – Mark Langworthy (Devon Ghost Tours) – Paul Bateman (IBTA, Marine Court)

1. **Welcome** – with there being so few people attending the agenda was fluid which is reflected in these notes.

2. **Videos** – NI has spoken to NDMI and the possibility of achieving all of the group's wish list using the existing funding held by NDMI is highly unlikely. A discussion followed and the priorities for Neil to take back to NDMI was as follows:

Events Video – Locally Produce

Accommodation Video – NDMI

South West Coast Path – NDMI

Neil will go back and speak to Gareth at NDMI with the proposals above.

It was suggested that better use of the local media students also be explored. Neil said he can follow up on this but using the students and planning everything in is very time consuming and is currently beyond the ITC Project Officer time allocated to the Marketing Group.

Neil will chase for Lundy video and get this uploaded to VI YouTube and shared on social in time for the return of the MV Oldenburg

3. **Social Media** – Paul to chase IBTA members for social media content. The VI videos are proving popular and it is intended to continue to produce and publish these.

4. **Ilfracombe leaflet** – The latest version of the website was discussed. A few details required correction prior to the next version being published. It is hoped to get this out in the next 2-4 weeks. Once published the leaflet itself will be available FOC from the TIC. This includes the virtual App version

Mark raised awareness of the App that Devon Ghost Tours are currently using which incorporates areas of the High Street and that could also be utilised by local Businesses from a marketing perspective. The group discussed the potential for future joint working on this with the IBTA and Mark and his team.

5. **Shop Wraps for High Street** – following on from a suggestion by Cllr Paul Crabb at the previous meeting, Neil had walked the High Street and recorded 14 empty shop fronts that could be suitable candidates for wrapping. Next step is to find who owns these properties whilst at the same time establishing how much it would cost to get this project underway.

6. **Events posters** – these are in the design phase and will be printed in due course. Neil stated that any empty spaces at Ropery Road Notice Boards could be used for these FREE of charge as long as there was not a need to use them for paying customers. The cleanliness of the boards was raised. Neil will pass this onto the ITC Maintenance Team for action.

7. AOB

Barbara asked when the clear out of Coversure and the Events 4 Ilfracombe events equipment would take place. Neil to arrange with Richard Rodd (ITC Facilities Manager)

Mark raised a point about scaffolding etc on the High Street and how this was planned in so any Apps etc could be updated to address accessibility issues. It was unclear as to how ad hoc obstructions could be planned in. Neil will raise question at next OI Town Team with NDC.

8. Date of next meeting: 1400 Weds 24<sup>th</sup> May