

Ilfracombe Marketing Group

Wednesday 24th May

1400 THE ILFRACOMBE CENTRE

Meeting Notes

Present

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

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

2. Outstanding from last minutes –

- *Ilfracombe leaflet update* - E-mail traffic between the active group members has been constant with revisions, amendments and additions to both the pdf and interactive copies of the revised leaflet. It was finally decided that a cut off now be established and that the leaflets as they are are good to go. It is clear that the leaflet will never be 100% everything to everyone but that in its current guise it would achieve its aim of being a very useful visitor resource and promotional tool. The leaflet prices were 5k copies for £572 and 10k copies for £891. It was decided to go with 10k copies.
Barbara still requires the surrounding page content text to pass onto Gina at Design Hut to finalise the webpage on the VI website where the leaflet information will finally be located.
- *Social media content from local businesses / service providers* – this is ongoing with a few of the “usual suspects” creating useful content but the remaining 96%(ish) of IBTA members were still yet to get involved.
- *Videos / YouTube* – NI had spoken to NDMI and the quote for the Accommodation Showcase was presented to the group. At the 60% discounted rate of £4390 this was a project too far for a remaining annual marketing budget of £4515.44 that also had to factor in the additional development costs of the Ilfracombe leaflet and the work to be undertaken by Design Hut on the VI website. The decision was therefore taken for this particular subject to be filmed “in house” by IBTA members with NDMI tasked to produce a SWCP video. PB suggested that a good idea would be to create a “storytellers” meeting pulling together videographers, drone operators etc to assist in promotional film material.
- *Vacant High St shop wraps* – NI informed the group that he had identified those shop fronts on the High St that currently look vacant with a view to following up on Cllr Crabb suggestion to seek out ownership through paid searches via the Land Registry. To date NI has had to de-prioritise and shelf this project for the time being. NI stated that if anyone from IBTA or a High St business owner(s)/representative(s) wants to pick up and run with this they would be most welcomed.
- *Advertising boards Ropery Road & Fore St* – Ropery Road Boards are now being used for FREE by IBTA/TIC sponsored posters. NI will continue to receive and put the What’s On posters in Ropery Road. The Fore St Ad boards are currently in the process of having their

Perspex replaced by ITC Maintenance team. Once boards are useable SF will speak to Robert (Fore St Assoc) to gain access.

3. **Social Media** – NI stated that all content is most welcome. He stated that he will continue to schedule in VI content where possible but that any assistance from SF, TIC staff and anyone else(!) would be greatly appreciated.

4. **Finance** – NI presented the outstanding Marketing budget for 2023-24 as £4515.44

5. **Events** – The events situation remains fluid as more “sunshine” events pop up but these will be updated on VI website and published on social media as and when.

6. AOB

NM raised [Silver Sunday](#) Celebrating Older People as a possible event for 1st October. This will be investigated as a potential subject later this year for multiple town wide events.

7. Date of next meeting: tbc