

Ilfracombe Marketing Group

Wednesday 28th June

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)- Richard Silver (Ilfracombe Holiday Park)

1. Welcome

2. Outstanding from last minutes

- **Ilfracombe leaflet update** – All done, interactive version on the website as well
- **Videos / You Tube** – SWCP changes listed to be forwarded to NDMI for edit. NDMI to make available all existing footage for use by Marketing Group.
- **Advertising Boards Ropery Road & Fore Street** – All done - VI posters are in situ for free in Ropery Road. Perspex in Fore St boards has been replaced by ITC. Users to speak to Robert (Fore St Assoc.) to gain access and to arrange use of these boards.

3. **Social Media** – With Hootsuite having put up their prices by 150% all VI social media scheduling has been moved to Social Pilot. Neil will arrange training for those involved (dates tbc)

4. **Finance** – with the Responsible Finance Officer being unavailable NI stated that there were sufficient funds to cover all the leaflet and interactive map costs with their being approx. £350 left in the funds for the remainder of 2023.

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

6. AOB

- RS asked about who was running Carnival this year – BC explained the Who, How and When.
- BC expressed concern that no ITC Cllrs were present at Ilfracombe Events meeting. NI explained that with the meeting always being on a Monday this clashed with Town Council meetings, a suggestion was made to change future event meeting dates.
- NI reported that it has been suggested at F&GP that a photographic competition take place with potential funding from Marketing Group to cover some prizes. The group liked the idea as the images could be used in future VI promotions, however

with the current Marketing Budget having been all but spent it was suggested that alternative funding be identified. It was not clear as to whether this could come from ITC / IBTA or alternative commercial sources. NI will follow up with ITC PO and officers.

- NI informed the group that an ITC Cllr had been identified to Chair the group however they were unavailable to attend meetings at 1030. All present were more than happy to move the meeting to late afternoon. NI will contact the Cllr concerned to confirm whether 1530 would be an acceptable start time.

7. Date of next meetings:

- 13th September
- 18th October
- 15th November
- 13th December