



RYDE TOWN COUNCIL

NOTES OF THE MEETING OF THE MARKETING WORKING PARTY HELD ON WEDNESDAY 5 DECEMBER 2018 AT TOWN HALL CHAMBERS, LIND STREET, RYDE, ISLE OF WIGHT COMMENCING AT 10.00AM

Present: Julian Critchley (Chairman), Henry Adams, Malcolm Ross, Tim Wakeley (Chairman of Finance Committee)

In Attendance Saskia Blackmore, Ryde Town Council (Clerk)
Liz Dutton (Administration Officer)

1/18 ELECTION OF CHAIRMAN

Councillor Julian Critchley was elected Chairman of the Working Party.

2/18 APOLOGIES

Apologies had been received from Cllr Karen Lucioni.

3/18 DECLARTIONS OF INTEREST

It was noted that all members of the Working Party lived in Ryde.

4/18 TERMS OF REFERENCE

The Terms of Reference for the Working Party were noted.

5/18 NOTES

The notes of the meeting held on 7 March 2018 were agreed.

6/18 CURRENT MARKETING PROJECTS

The Clerk outlined the history of the ways in which the Town Council currently marketed the town. It was noted that 2 different versions of the Town Map were printed, one showing Wightlink and the Hover terminals (50,000 print run) and the other just showing the Hover (10,000 print run) and the suggestion was made that the reference to both be removed so only one print run would be needed. The picture on the front of the Town Map featured key events

happening in the Town during the year (last year featured Pride and Carnivals) however in 2019 there appeared to be no key events taking place.

Consideration was given to the Visit Ryde marketing initiative and it was noted that the Town Council now own the images used in the event posters. The Clerk advised that Red Funnel and Visit IW had proved difficult to penetrate however as Visit IW had recently appointed a new CO it would be prudent to persevere. It was also suggested that as the Town Council were now members of the Community Rail Partnership this could increase our voice with Network Rail to have posters situated at stations. Malcolm agreed to pursue this line as RTC's representative on CRP. The Clerk reiterated that the Town Council was not a marketing organisation but had simply inherited some marketing projects.

The Working Party asked themselves how it would market Ryde if it were to start from scratch with a clean sheet and had not inherited projects. The following were put forward:

- Visit IW
- Red Funnel
- Network Rail
- Enhance RTC Website (links to map and places to stay)
- RBA (regards to visitors and what there is to do)
- Distribute town map to hotels in Southsea (encourage day trips to Ryde)
- To promote that beaches in Ryde have lifeguards (to include a tab on the website and to advertise in educational publications, in order to extend the session)

RESOLVED:

That efforts to advertise with Red Funnel and Visit IW be renewed and to use RTC's role within CRP to encourage posters to be display on railway platforms with Network Rail.

7/18 **THEME FOR THE DESIGN FOR THE 2019 TOWN MAP AND POSTER CAMPAIGN**

The Working Party discussed the Summer Events Poster. With no major events taking place in Ryde it was agreed to promote Rydes beaches (and boats) alongside boutique shopping opportunities and restuarants showing views out to the sea. The strap 'Your Ticket to Ryde' was suggested for printing on the front of the town map and on all posters.

RESOLVED:

That iconic images of Ryde seafront, the specialist shops in Union Street and, possibly, the view over Ryde Harbour and cruise ships sailing by be used to market Ryde in 2019 and that the Ryde Town Map be renamed 'Your Ticket to Ryde'.