

# **Battle Marketing Meeting Notes – 14 June 2022**

## **Apologies**

Jane Ellis – 1066 Country Marketing  
David Furness – Battle Festival  
Natasha Williams – English Heritage

## **Attendants**

Uta Acuna – Chair / Battle Abbey School  
Matt Southam - MJS Media  
Jill Dain - Brochure Connect  
Vikki Cook – Battle Town Council & Rother District Council  
Debbie Grant – Admin / Battle Marketing Group  
Helen Baker – Battle Representative  
Sarah Truman – Sarahs Cellar

## **No Attendance**

Donna Hall - Arts at Rother District Council  
Gary Honeysett – Crowhurst Park (annual leave)

## **Agenda Items**

### **Minutes**

Minutes from last meeting on 15 February 2022 agreed and signed off.

### **Finance**

£9,000 received from Rother District Council (2022-2023)  
£1,000 awaiting from Hastings Borough Council (purchase order and invoice have been raised)  
Tracy Dixon is treasurer of Battle Chamber and on annual leave.  
**Action – Debbie to circulate current marketing account monies**

### **Spring/Summer Event Brochure 2022**

25,000 Produced and in circulation  
20,000 for brochure connect. Jill confirmed about 10,000 currently in circulation.  
Distribution areas include the 1066 county, Kent, East & West Sussex.  
5,000 held at Battle Abbey School, 3 boxes remain for local distribution.  
**Action – All. If anyone requires any event guides, please contact Debbie on [grantd@abttleabbeysschool.com](mailto:grantd@abttleabbeysschool.com)**

### **Autumn/Winter Event Brochure 2022-2023**

Period to be covered September 2022 – end March 2023  
Deadline for all information to be received by Debbie by 8 July 2022.  
Debbie to liaise with designer/printer and printing deadline to be week commencing 8 August 2022  
Vikki highlighted 'play parcel' under Battle Recreation Ground, needs to be changed to 'play castle'.  
Battle memorial hall film nights and ELF to be included in new brochure  
**Action – All. Please can anyone with an event and/or general information, please email Debbie on [grantd@battleabbeysschool.com](mailto:grantd@battleabbeysschool.com) for inclusion/discussion.**  
**Please can anyone on separate Battle committees (Christmas, Marbles, Battle Chamber etc), inform the groups of the deadline for submitting information.**

### **New extension parts for the existing flagpoles**

David Furness has received Battle Town Council approval and has sourced a supplier. Cost to be approx. £150.00 and has been signed-off for payment.  
**Action – David to update the group on the anticipated delivery and installation date.**

## www.battleastsussex.co.uk Website

Add hidden facts to website

Action – All. Please can anyone with hidden facts information, please submit to [matt@mjsmedia.co.uk](mailto:matt@mjsmedia.co.uk)

Vikki mentioned a film was being produced for the Almonry of which Glenna is over-seeing

Action – Matt to liaise with Glenna re potential inclusion of the video on the website

It was felt by the group that we needed to include a key point of contact section and resources section to help future event organisers have the basic information they need to get their event off the ground. Information to include funding opportunities, road closure information, flag poles and available chamber items to utilise.

**This section must sit under the chamber section and can only be accessed by chamber members. This is to ensure that it is another reason to join the chamber! Action - Matt, can we do something so it's easy for the members to login, i.e. a 6 digit code etc?**

Action – Matt for inclusion on the website

Action – Sarah to ask the chamber for the inventory of the chamber garage storage for inclusion

Action – Debbie to research funding opportunities available

It was felt by the group that as many events as possible should be added to the events page, including village fetes and other smaller local events. This is encourage all groups and businesses to be involved as much as possible within the site.

## Battle Map

Remove advertisers from the map

Action – Matt

Action – Debbie to provide Matt with all the map files

Action – Debbie to look at Battle railway station for map potential

Battle town map to be printed with left-hand side key event dates, middle map and right-hand side details of unique businesses. The long-term plan, is this map will be regularly changed and Battle businesses can pay to advertise their business on the right-hand side.

Once map finalised to be sent to Uta for printing for the new town frames

## Social Media Campaign

Weekly social media management campaign and a 10-hour support to event organisers for help in design and social media creation.

MJS Media to ensure Visit 1066 are included/tagged on any social media posts

## Town Video – Telling the story of visiting

The video is to be filmed in parts and include all demographics which can then be edited for separate videos.

The idea is the show how easy it is to get to Battle by train and what it is like to be a visitor.

The video will show couples eating, drinking, walking around, a cricket match, kids playing and key historical information.

Filming will also include the Medieval Festival and Queens Jubilee events

South Eastern Rail Community Partnership to be approached for potential funding

Action – Matt to ask Kevin Boorman re South Eastern.

Action – Matt to speak to Nikki Causer re free space on the South Eastern maps. Jill to provide Matt with the contact details

## Funding

Battle Marketing Group has approved a new £250 grant for available Battle businesses/event groups.

Funding will only be available for initiatives that meet the Battle Marketing Group Service Level Agreement as set by Rother District Council.

## Members

Gary Honeysett to be replaced as an accommodation provider member

Action – Please can Sarah liaise with the chamber to see if anyone can recommend any accommodation provider they think would be suitable to join the marketing group

## **Additional Marketing Ideas**

### **Harvest Fair / Food & Wine Fair**

Sarah Truman, Vikki Cook and Debbie Grant to look at the opportunity of a food and wine fair in market square for the autumn 2022. Meeting to be held in Battle Deli on Tuesday 12 July at 9am. Other committee members invited.

Action – All. Please let Debbie know if you would like to attend

### **QR Code initiative**

Beer mats that once scanned inform the user of what's on and what to do in Battle

Action – Matt to investigate QR codes and what information is required

## **Useful Information**

Main Battle Website (incorporating Battle Chamber) - <https://battleeastsussex.co.uk>

Visit 1066 Country – <https://www.visit1066country.com/destinations/battle>

Battle Facebook link - <https://en-gb.facebook.com/battlesussex>

What's Going on in Battle Facebook - <https://en-gb.facebook.com/groups/814720451937729>

Battle Marketing Facebook - <https://en-gb.facebook.com/battlemarketing>

Battle - <https://battlesussex.uk>

Battle Instagram - <https://www.instagram.com/explore/tags/battleeastsussex/?hl=en-gb>

**ACTION – Matt, please can you let me know which ones or additional we would like on this sheet for reference going forward?**

**The next meeting will be held in the English Heritage meeting room  
(subject to EH approval)  
on Tuesday 13 September at 9.30am**

## **Current Members of the Battle Marketing Group**

Uta Acuna – Chair

Debbie Grant - Marketing Admin

Helen Baker – Battle Abbey School Representative

Sarah Truman - Sarah's Cellar – High Street Business / Battle Chamber

Natasha Williams - English Heritage – Tourist Destination

Matt Southam – MJS Media – Battel Bonfire Boyes

Donna Hall – Rother District Council - Arts at Rother District Council

Vikki Cook - Rother District Council

CLlr Glenna Favell – Battle Town Council

David Furness - Battle Festival

Jill Dain - Brochure Connect

Gary Honeysett - Crowhurst Park – Accommodation Provider

## **Honoury Members**

Jane Ellis – 1066 Country Marketing