

CITY BRAND GROUP
Minutes and Action Notes
27th March 2009

<p>Present:</p> <p>Lindsey Noble (LN) - Chair Susan Beckett (SB) Gavin Elliott (GE) Graham Freeman (GF) Dave Newton (DN) Trevor Thorne (TT)</p>	<p>Southampton City College City Eye Chair, Hoteliers' Association Lawton Communications Group West Itchen Community Trust Southampton Solent University</p>	<p>Apologies:</p> <p>Denise Barlow (DB) Lizz Clarke (LC) Cllr Matthew Dean (MD) Nick Freeth (NF) Liz Kite (LK) Sally Lynskey (SL) Andrew Mortimore (AM) Janet Owen (JO) Jeff Walters (JW) Steve Waring (SW)</p>	<p>Chamber of Commerce Logical Creative Marketing Southampton City Council Morris Dibben Southampton City Council Business Southampton Southampton Primary Care Trust Southampton City Council Southampton City Council University of Southampton</p>
		<p>In attendance:</p> <p>Natalie Hargreaves (NH) Glenn Harris (GH)</p>	<p>Southampton City Council University of Southampton</p>

	Item	Action
1.	<p>Welcome and Introductions</p> <p>Lindsey welcomed members of the group and noted apologies.</p>	
2.	<p>Minutes from Friday 16th January 2008</p>	

	<p>The minutes were agreed as an accurate record of the meeting.</p> <p>Matters Arising</p> <ul style="list-style-type: none"> - South West Trains Bid – LK/MD to provide update at next meeting - SP Delivery Board – LN confirmed she is currently working on a report for the Delivery Board to review the digital identity of the City and to make proposals for increasing the coherence and effectiveness of the various websites and internet presence of Southampton. Any comments to be directed to LN. - Diplomas – City College are introducing several new diplomas later this year. LN to arrange for a representative from City College to attend a future meeting. 	<p>MD/LK to Action</p> <p>LN to Action</p> <p>LN to Action</p>
<p>3.</p>	<p>City Brand Symposium – Key Messages</p> <p>In follow-up to the Brand Symposium, members split into two groups to consider the key messages and outcomes of the day and to discuss actions the group can consider taking forward. The following points were raised:</p> <p>Group 1 – TT, DN, GF, SB</p> <ul style="list-style-type: none"> • Southampton is a caring city. This should be reflected in the brand values • In championing the city as a ‘dynamic business environment’, more support should be given to business start-ups & entrepreneurs • Southampton’s Port – what is their commitment to the city? • Further work needed to retain graduates • Need to secure more studio space for local artists • Further work needed to help people understand the brand and visual identity to enable them to be creative with the brand tools available <p>Group 2 – LN, NH, GE, GH</p> <ul style="list-style-type: none"> • More support should be given to Sea City • The International Boat Show is a great asset to the city and provides a fantastic opportunity for Southampton to showcase itself. More should be made of this. 	

	<p>It was agreed for members of the group to promote the brand within their networks:</p> <ul style="list-style-type: none"> - LN - Yacht Club - GE - Cruise Partnership 	LN & GE to action
4.	<p>City Ambassadors</p> <p>Members discussed the video brief kindly drafted by GF. It was agreed for LN to approach educational establishments in the city to gauge interest and confirm participation in the project.</p>	LN to action
5.	<p>Visitor Economy Strategy</p> <p>In the absence of a representative from SCC's Economic Development Department, the group were unable to discuss this item. It was therefore deferred until the next meeting.</p> <p>Members agreed they would like to invite Dawn Baxendale, new Assistant Chief Executive of Economic Development at Southampton City Council to a future meeting.</p>	NH to action
6.	<p>Sea City Update</p> <p>In the absence of SL or AB, the group were only able to have a limited discussion.</p> <p>Members based their discussion around the Sea City website and considered ways in which the group can support the initiative given the current lack of funding. The following points were raised:</p> <ul style="list-style-type: none"> - Further promotion needed - Members to add Sea City logo and strap-line to bottom of email - Could form part of a student project – 'how would you use social networking to promote Sea City?' - Need to add link and information about the National Oceanography Centre Southampton 	<p>LK to action</p> <p>GF/LN to action</p>
	<p>City Brand Timetable of Activity</p> <p>Members of the group provided a verbal update on the following activities:</p> <ul style="list-style-type: none"> - City E-Newsletter – To be discussed at the next meeting - Halation, City Vision Centre, Hidden Histories & Solent Marine Community – Information on the impact and progress of the projects to be provided at next meeting 	NH to action

	- New Visual Identity for the University of Southampton – GH provided an update on the university's new visual identity and website which have drawn upon elements of the city's new brand	
8.	<p>Any other Business</p> <p>Members expressed their concern that funding for the city's arts organisations has been cut. Given that one of the city's brand values is imaginative arts and cultural opportunities it was felt by the group that the contribution of these organisations is imperative in delivering this objective.</p> <p>It was agreed that as Chair, LN will write to the leader of Southampton City Council to express the groups concerns.</p>	SB & LN to action
9.	<p>Date of Next Meeting</p> <p>Friday 15th May 14:30 – 16:30, Board Room, Southampton City College</p>	