

MINUTES OF WELCOME VISITOR PROJECT DELIVERY GROUP MEETING HELD 29TH
AUGUST 2018

IN ATTENDANCE

Julien Lake	Berwick Community Trust
Gareth Davies	Berwick Town Council
Philip Mawer	Berwick Archive and Museum Action Group
Stephen Scott	Berwick Chamber of Trade & Commerce
Jude Leitch	Northumberland Tourism
Karen Donaldson	Northumberland County Council
Andy Ashcroft	Berwick Coastal Community Team

1. APOLOGIES RECEIVED

Paul Nichol	Northumberland County Council
Tony Kirsop	Northumberland County Council
Julian Smith	Berwick Town Council
Ros Lamont	The Maltings Berwick Trust

2. MINUTES OF PDG MEETING HELD 24/7/18

The draft Minutes of the PDG meeting held on 24/7/18 were approved by the Group.

3. MATTERS ARISING/UPDATE

Update on Welcome Visitor Proposal

JL reported that he had been in communication with GWK regarding the status of the CCF Round 5 Stage 2 submission. GWK confirmed that submissions with recommendations had been processed for Ministerial approval. Notification is anticipated from Ca 10th September.

Staffing/Job Descriptions

Detailed Job Descriptions and Person Specifications for the posts of Project Officer and Project Assistant had been developed and would be advertised should to proposal be successful.

Action Points

Advertise JDs/PSSs	JL
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Public Realm Strategy

The Berwick Public Realm Strategy, Tweed & Silk, had been copied to disk and was available to those requesting a copy.

Review Events Calendar

RL had met with PM and a further meeting with a wider group of organisations was planned to consider and establish a schedule of events and consider the links to the Visitberwick Website. RL had commenced some initial work through briefing Arts Groups on the developing project proposal. This work would be progressed further.

Action Points

Further work with Arts and other Groups to be undertaken	RL,PM
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Develop Tourism Business Links/NNTA

AA had renewed contact with the Chair of NNTA, giving an update on the progress of the proposal and the work of the PDG, A reply is awaited. JL offered to make contact on the Group's behalf.

Action Points

Maintain and develop contacts with NNTA	Jude Leitch
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Wayfinding Scheme

JS had circulated the initial findings and recommendations of the Wayfinding Study to all partners for comment.

GD confirmed that following discussion with project partners, a paper would be drafted for the Town Council to approve the delivery of the initial Scheme phase during f/y 18/19.

Action Points

Report to Town Council	GD
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Partnership Development

KD reported that it was planned to update the Berwick Regeneration Commission on all project development activities at the next BCR meeting planned for 18th September.

Action Points

Advise BRC/BRC Members of the Welcome Visitor project	KD
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4. BRANDING BRIEF

JL and AA had met with GD and JS to discuss the commissioning and management of the Branding consultancy work. GD confirmed that 'in principle' the Town Council would manage this task on behalf of the PDG.

AA had circulated a draft Branding Brief to all partners for comment. Following the receipt of comments and further to Group discussion the draft would be revised and re-circulated for further comment. A final version was to be established to be tabled at the Town Council meeting on 24th September.

The Group agreed to vire funding between the consultancy work and the refresh of the Visitberwick Website, allocating £50K for the consultancy and £5K to website development.

Action Points

Redraft and circulate Branding Brief	AA
Comments, amendments and proposed revisions by 14/9/18	ALL
Paper to Town Council	GD

5. AOB

No other business was reported.

6. DATE & TIME OF NEXT MEETING

To be arranged.