

MINUTES OF WELCOME VISITOR PROJECT DELIVERY GROUP MEETING HELD 19TH
DECEMBER 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
Tony Kirsop	Northumberland County Council
Paul Nichol	Northumberland County Council
Julian Smith	Berwick Town Council
Ros Lamont	The Maltings Berwick Trust
Alan Irving	Port of Berwick
Jenna Shields	Welcome Visitor Project
Andy Ashcroft	Welcome Visitor Project

1. APOLOGIES RECEIVED

None received.

2. MINUTES OF PDG MEETING HELD 18/10/18

The draft Minutes of the PDG meeting held on 18/10/18 were approved by the Group.

MATTERS ARISING/UPDATE

JL reported that initial documentation had been exchanged with MHCLG and that the official start date for the 'Welcome Visitor' Project was recorded as 12th November 2018.

JS reported on the selection process of consultants to undertake the Berwick Branding exercise. Nine submissions had been received and an evaluation process had produced a shortlist of two who had met with representatives of the PDG. From this process Hemingway Design had been selected to undertake the task which would begin in January 2019. A local press release had been drafted for early publication.

AA reported on an initial meeting with PN and staff and a follow up which had reflected on the need for the Branding exercise to influence a functional review of the Visitberwick Website.

N.B. Subsequent to the Meeting it has now been confirmed by CCF that the Project can allocate and spend resources across the border where this ‘..does not represent a significant part of the funding and that its outputs and outcomes will significantly benefit Berwick’.

Action Points

Circulate Hemingway Design proposal to PDG members	Project Staff
Progress review of Visitberwick Website	Project Staff, Jude L, PN, GD, Julian S

3. PROJECT COMMUNICATIONS

JL introduced the paper circulated and invited comments.

Partners expressed a desire for the paper to reflect the significance of partner networks as an established communications channel and for the paper to establish a series of key messages relating to the Project which partners could use in their communications.

It was noted that the Branding exercise would deliver a further set of key messages which would be incorporated in an evolving Project communications approach.

Action Points

Revise Communications Paper	Project Staff
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4. PROJECT BUSINESS GROUP

JL introduced the paper circulated and invited comments.

Partners were concerned that the proposed initial Berwick Tourism Business Group did not reflect the breadth of the tourism business base and needed to encompass attractions and food and drink establishments.

Partners offered to supply contacts and networks in support of a redraft of the paper.

Action Points

Provide contacts and networks to AA	ALL
Redraft Project Business Group paper	AA

5. PROJECT TRAINING

JL introduced the paper circulated and invited comments.

Overall the Group were supportive of the paper and its recommendations.

GD identified the potential to create a pool of volunteer 'ambassadors'.

RL proposed that the paper reflect the potential of Partners to create volunteer placements to provide work experience opportunities.

Action Points

Revise paper to reflect PDG comments	AA
Progress Recommendations as proposed	Project staff

6. Project Destination Events

JL introduced the paper circulated and invited comments.

Following discussions the Group were, overall, supportive of the paper. The recommendations were to be amended to reflect that the Branding consultants intended to meet with local event organisers and the offer made by the Town Council to lead on the development of a Destination Events Programme and Event Management Coordination.

Action Points

Revise paper to reflect PDG comments	AA
Branding Consultants to meet with local event organisers	GD, Julian S, Project staff
Destination Events Programme and Event Management	GD, Julian S, PM, RL, Project Staff.

7. AOB

AI reported on the mornings visit of a number of PDG members to the Port of Berwick to look at the new pontoon installed in preparation to attract cruise ships to Berwick. The mornings meeting had discussed the development of arrangements to deal with the land side cruise ship offer and to maximise the economic benefits of this new visitor market to Berwick. Whilst some initial work had been undertaken to make contact with cruise ship operators there was now the need to develop a clear campaign to realise the market opportunity. Members of the PDG were supportive of the 'Welcome Visitor' Project working to assist the Port in delivering this task and committed Project Staff time to this end. Further research and investigation work would be followed by a meeting in mid January 2019 to progress arrangements.

Action Points

Research and Investigation	Project Staff
Initial arrangement meeting	Project staff, AI, JudeL

8. DATE & TIME OF NEXT MEETING

To be arranged subject to the date agreed for an inception meeting with the Branding Consultancy.