

DRAFT MINUTES OF WELCOME VISITOR PROJECT DELIVERY GROUP MEETING
HELD 17TH APRIL 2019

IN ATTENDANCE

Julien Lake	Berwick Community Trust
Philip Mawer	Berwick Archive and Museum Action Group
Stephen Scott	Berwick Chamber of Trade & Commerce
Jude Leitch	Northumberland Tourism
Julian Smith	Berwick Town Council
Ros Lamont	The Maltings Berwick Trust
Jenna Shields	Welcome Visitor Project
Andy Ashcroft	Welcome Visitor Project

1. APOLOGIES RECEIVED

Gareth Davies, Tony Kirsop, Paul Nichol, Alan Irving.

2. MINUTES OF PDG MEETING HELD 19/12/18

The draft Minutes of the PDG meeting held on 19/12/18 were approved by the Group.

MATTERS ARISING/UPDATE

None reported.

3. PROJECT UPDATE AND FINANCIAL REPORT

AA reported that the Project funding for the period covering the financial year 2018/19 had been fully allocated. Project staff had delivered activities which had been prioritised by the PDG at its meeting of 19/12/18 and had updated Partners on progress through a Project Partners Update which had identified a number of opportunities for the Project to support and deliver new and refreshed visitor products.

SS commented that he was disappointed in not being consulted on the allocation of funding where that would support business development.

PM commented that communication was a two way process. As well as expecting to be contacted by Project staff on relevant issues, he would encourage all PDG members to communicate regularly with Project staff on matters of particular interest to them. He had himself experienced no difficulty in contacting the Project staff for relevant information.

JS reported on the development and launch of the Business Ambassador's Scheme. Over 60 people, from a range of businesses, had successfully completed the online training module so far. The next stage of delivery of the Scheme would involve follow up with participating businesses to establish business development opportunities and identify training needs and requirements.

RL welcomed the development of the Scheme and suggested that given the early 'take up' there would be a need for prioritising future business engagement to ensure 'key' visitor businesses and facilities are targeted for support.

Action Points

Consult with PDG Partners on the Project funding priorities for 2019/20.	AA
Progress the delivery of the Business Ambassadors Scheme	JS

4. DRAFT PDG TERMS OF REFERENCE

JL invited comments on the draft Terms of Reference which had been circulated.

The draft PDG Terms of Reference were approved by the Group.

5. WAYFINDING & SIGNAGE SCHEME UPDATE

Julian Smith reported that signage for the Scheme had gone to fabrication. Discussions were underway with NCC Highways to establish the need for planning and/or other consents. The Town Council were updating LNER regarding progress and had confirmed the match funding was secured for Phase 1. In response to questions regarding further phases of development he reported that new sources of capital would need to be secured and that in the intervening time the Town Council would undertake to 'tidy' the remaining wayfinding signage in the town.

Action Points

Circulate Phase 1 plans to Project Partners for comment.	Julian Smith
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6. 'Destination Events' Guidance and Application Form

AA introduced the circulated papers to the Group and sought comment on the draft guidance, application form and the proposed application process.

Jude Leitch commented that the application form did not appear onerous but said that plain English should be used as much as possible. She proposed that there was a clear emphasis on supporting new events and events which add new dimensions to existing events, with a prioritisation for visitor 'off-peak periods' in order to 'lengthen' the visitor season.

Partners supported this view and asked that the application and guidance referenced the available Project funding allocation for 2018/19, with a 'guide' figure of Ca £5K per individual application.

Partners agreed the proposed application process and timeline and that all PDG Partners should be invited to form the application review panel (depending on their availability), using the agreed ToR as a basis for managing the process.

Action Points

Redraft Application Form and Guidance, circulate to Group attending for comment by 26/4/19 to meet publication timescales.	AA
Press launch of Destination Events Scheme	AA
Arrange date for Destination Events Panel	AA

7. PLACE-BRANDING UPDATE

Julian Smith reported that the Town Council had written to HemingwayDesign requesting an update meeting to consider a number of issues including the place-branding timeline, the next phases of engagement and consultation, data sharing and the suggested establishment of a Place Board.

Following discussion Partners proposed that Julien Lake, as Chair of the PDG, attend the meeting.

Action Points

Arrange meeting with HemingwayDesign inviting JL to attend.	Julian Smith
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8. PROJECT COMMUNICATIONS

JS reported on the recent Berwick Tourism Conference and Familiarisation Trip. Both events had received extensive coverage in the local media. Project staff have taken feedback from both events to inform future promotional activities.

From the Conference feedback received AA proposed that the Group consider the planning of any future conference type event in greater detail, identifying the 'key' audience and agreeing appropriate timing to suit. Consideration should also be given to arranging a Berwick tourism fair for businesses to share promotional materials in advance of the 2020 visitor season.

Action Points

PDG Partners to consider a future Conference/Fair in advance of the 2020 visitor season.	ALL
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9. FORWARD PLAN

AA introduced the forward financial plan to the Group.

There would be a significant amount of activity for Project staff related to the funding commitments entered into in 2018/19. Commitments made from the 2019/20 budget allocation focused on evaluation and visitor survey work which would be supported by purchasing the STEAM model and by developing a volunteer ambassador project, with the Town Council, which will enable local visitor survey work.

Further Project funding commitments for 2019/20 would be developed in the light of previous legacy actions, schemes already agreed, e.g. 'Destination Events', and through further discussion with Project Partners and Business Ambassadors.

Action Points

Develop local visitor survey content with RL and Julian Smith.	AA
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10. AOB

Given the impending retirement of Derek Sharman, the opportunity should be taken to capture his knowledge in regard to the developing volunteer ambassadors scheme and the

potential development of a heritage trail, strengthening the links between the Walls and the Barracks.

Action Points

Arrange a meeting with Derek Sharman, PM	AA
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11. DATE AND TIME OF NEXT MEETING

1.00pm Wednesday 17th July 2019, Berwick Community Trust Offices.