

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

IN ATTENDANCE

Julien Lake	Berwick Community Trust
Tony Kirsop	Northumberland County Council
Stephen Scott	Berwick Chamber of Trade & Commerce
Cris Brown	Northumberland Tourism
Julian Smith	Berwick Town Council
Harvest Harris-Jones	North Northumberland Tourism Association
Jude Leitch	North Northumberland Tourism Association
Jenna Shields	Welcome Visitor Project
Andy Ashcroft	Welcome Visitor Project

1. APOLOGIES RECEIVED

Gareth Davies, Philip Mawer, Paul Nichol, Alan Irving, Ros Lamont.

2. MINUTES OF PDG MEETING HELD 17/4/19

The draft Minutes of the PDG meeting held on 17/4/19 were approved by the Group.

MATTERS ARISING/UPDATE

None reported.

3. PROJECT ACTIVITY UPDATES:

PLACE-BRAND

Julian reported that at the recent meeting with HemingwayDesign, held on 4/7/19, in consultation with Town Council, Chamber of Trade and Project representatives a preferred Brand option, Route 3, was identified. Other local partners were consulted by email with the overall preferred Brand option being confirmed at the Route 3 proposal. Following reviewing examples of the Route 3 option PDG Members re-affirmed their support of this option as the new Berwick Brand.

The next steps for 'launching' the Brand will be for the consultants to meet with a wider group of stakeholders and representatives of the BRC on 29th July followed by a public 'drop in' reveal session to be held on 7th August. Marketing for both events was in process.

The PDG proposed that further consideration of a Place Brand Board function and form be made at the Marketing Workshop to be held on 30th July. Until this issue is considered in full the consultants should not raise the issue in their presentations.

VISITBERWICK WEBSITE

Julian reported that a Web Designer had been procured for the development of the revised Visitberwick Website, funded jointly by the Town Council and the Project. The redevelopment of the Website would be undertaken in an initial phase, incorporating the new Brand and launched for the Tour of Britain, with a further development phase to finalise the site.

The design for the Website will be discussed at the Marketing Workshop on 30th July with PDG Members given the opportunity to comment on the final version proposal.

WAYFINDING & SIGNAGE SCHEME

Julian reported that the Scheme was now finalised with a planned installation date of mid-August.

DESTINATION EVENTS

AA reported that the Destination Events Panel had reviewed 7 applications on 7th June, with 4 proposals supported for funding and 3 rejected. All applicants had been informed of the Panels decision with each of the successful applicants now issued with a formal grant offer.

In total, £10.5K of the £30K allocation was now committed. The Panel had agreed to keep the Events fund open until 31st August, for Events planned upto the end of March 2020.

TWEED & COAST ENVIRONMENTAL TRAIL

AA reported that the project developer had secured an offer of £5K from the Town Council for the project. Together with local sponsorship funding secured by the developer, with a funding offer of £5K from the Welcome Visitor Project/Product Development, the scheme would now progress to installation.

A formal offer of grant from the Project had been issued.

4. PRODUCT & SERVICE DEVELOPMENT PROCESS & APPLICATION

AA introduced the paper tabled.

PDG Members discussed the ‘A Guide to the Best of Berwick’ proposal submitted under the Project’s Product Development funding stream. SS formally declared an interest in the application given potential competition with the Town Trail Map produced by the Chamber of Trade. Given the existing Town Trail Map, Members considered that the proposal did not create new visitor product, had limited additionality and questioned the sustainability of the proposed publication.

Overall, PDG Members did not support funding the application.

In terms of the wider management and development of the Product Development fund PDG Members agreed that the fund should retain flexibility in order to support new and developing business services and products opportunities and, that, the Group should consider commissioning any identified service or product ‘gaps’ as part of the Marketing Workshop Meeting on 30th July.

Action Points

Write to project applicant with PDG decision.	AA
Consider products and services ‘gaps’ for commissioning at meeting of 30 th July	ALL

5. PROJECT DELIVERY GROUP MEETINGS & COMMUNICATIONS

AA introduced the paper tabled.

PDG Members discussed the future meeting arrangements of the PDG as detailed in the paper and reflected on the comments submitted by RL.

Members proposed that;

The PDG meets 6 times a year,

The proposed Workshop Meetings are scheduled as proposed,

A, mid PDG Meeting, bullet point update report is provided to Members.

AA proposed that Members provide project activity information form their own organisations to share information using the bullet point update report.

Action Points

Revise PDG Meeting schedule.	JL, AA
Arrange Workshop sessions	AA
Provide information for update reports	ALL
Circulate update reports	AA

6. TOUR OF BRITAIN

AA introduced the paper tabled.

PDG members discussed the marketing and promotion opportunities for Berwick given the Stage 3 start of the Cycle Race on 9th September. Overall, Members felt there were wider opportunities for marketing and promotion, with particular regard to both the new Berwick Brand and the new Visitberwick Website, rather than sponsoring the 'starting' gantry.

Members therefore proposed to allocate £5K from the Welcome Visitor Marketing budget to support marketing and promotional activity for Berwick as part of Stage 3 of the Tour of Britain.

SS reported that the Chamber of Trade had set up a working group for developing a local response to the event which was focused on three key themes;

Marketing Berwick,

Retaining visitors to the Event,

The promotion of cycling tourism.

Julien reported that the Community Trust had identified some staff time to support local promotional work for the Tour of Britain.

TK reported that the CAD design showing the starting layout for Marygate would be available from the 22nd July.

Action Points

Allocate £5K from Marketing budget to support local marketing and promotional activity for the Tour of Britain.	AA
Identify staff member to support Tour of Britain marketing and promotional activity	JL

7. PARTNER UPDATES

TK reported on the recent Leisure Centre consultation session. The proposed start date for the new Centre is November 2019.

The Barracks consultation is underway.

Members requested that TK discuss the issue of coach parking with colleagues with the proposal that a local meeting is arranged with interested PDG Members to discuss and confirm arrangements as part of a wider Group Travel promotion.

HHJ reported that the NNTA are in process of completing a strategy review. The NNTA will participate in the Project Business Survey by circulating questionnaires to members.

CB requested that the social media lead for Visitberwick work with NT to produce a Communications Plan in regard to the Tour of Britain. The opportunity to vote for Northumberland under the British Travel Awards was raised.

https://www.visitnorthumberland.com/sharenland/vote?utm_source=Facebook%20VN&utm_medium=social&utm_campaign=BTA%202019&fbclid=IwAR2IxQQX9DCFoMI82CugFKgolbc3IRDdh-RfS0Bjldj te ybHEC4X8R4-Y

Julien reported that the Community Trust were exploring investment in a new leisure facility which would provide an additional wet weather attraction for Berwick.

SS reported that following the Chamber AGM he had taken up the role of Chair with John Robertson as Vice-Chair. The Chamber were supporting a Coach Operators Fam Trip which would come to Berwick in November 2019.

AA proposed that given the potential significance of the Coach market the Project committed £1K of the Marketing budget to give membership of the Group Travel Partnership and provide a funding contribution to the Coach Operators Fam Trip. PDG Members approved this proposal.

Action Points

Arrange meeting to discuss coach parking arrangements and developments.	TK, PN
Allocate £1K of Marketing budget to support Group Travel Membership and Coach Operators Fam Trip.	AA

8. AOB

AA requested any appropriate contact details with Premier Inn to discuss the development in Berwick

11. DATE AND TIME OF NEXT MEETING

TBC