

MINUTES OF WELCOME VISITOR PROJECT DELIVERY GROUP MEETING HELD 24<sup>th</sup> SEPTEMBER 2019

IN ATTENDANCE

Julien Lake	Berwick Community Trust
Tony Kirsop	Northumberland County Council
Paul Nichol	Northumberland County Council
Gareth Davies	Berwick Town Council
Stephen Scott	Berwick Chamber of Trade & Commerce
Philip Mawer	Berwick Archive and Museum Action Group
Ros Lamont	The Maltings Berwick Trust
Jude Leitch	North Northumberland Tourism Association
Jenna Shields	Welcome Visitor Project
Andy Ashcroft	Welcome Visitor Project

1. APOLOGIES RECEIVED

Julian Smith, Harvest Harris-Jones, Alan Irving, Cris Brown.

2. MINUTES OF PDG MEETING HELD 17/7/19

The draft Minutes of the PDG meeting held on 17/7/19 were approved by the Group.

MATTERS ARISING/UPDATE

Wayfinding Scheme – Project funding is secured and designs completed, delays have been encountered in regard to securing NCC Highways approvals and consents.

Tweed & Coast Environmental Trail – Project developer has secured funding required to implement the scheme, developer is awaiting NCC Highways approvals and consents.

Coach Parking – The Coach Operators Fam Trip has been rescheduled to 9<sup>th</sup> November 2019. As noted it will be important to clarify local coach parking arrangements in order to attract and develop the Group Travel Market.

Action Points

Assist in progressing discussions/securing project approvals from NCC Highways	GD, PN
Arrange meeting to discuss coach parking arrangements and developments.	TK, PN

3. PLACE-BRAND & BRAND GUIDELINES:

Jenna reported that the Place Brand Event held on 7<sup>th</sup> August 2019 had attracted 150 residents and business representatives to view the new Berwick Brand and discuss this with the HemingwayDesign team. Both comments received and information from the feedback survey had been positive. The promotional material developed for the event is continuing to be used and will be being used throughout brand deployment, business workshops and promotional events.

GD presented a paper regarding how the material produced as part of the place branding exercise should be licensed for use by others. The paper considered that the likely level of opportunity for the commercial exploitation of the material did not justify the investment in either marketing the material or over-officious protection of the intellectual property.

The report recommended that the material is licensed for public use under a Creative Commons Attribution license which would enable the maximum use of the material to be made whilst retaining its ownership with the CCT.

Following discussion, the Group supported the report recommendations on the basis that a standard form of wording was provided for users which both recognised and attributed the material to the CCT.

GD reported that feedback regarding the draft Brand guidelines would be given to HemingwayDesign in order to produce the Brand Toolkit which would inform a Brand deployment exercise coordinated by Julian and Jenna.

The Group recommended that HD be given a deadline of October 15<sup>th</sup> to produce the toolkit to enable deployment to local businesses which should include local designers.

#### Action Points

Action report recommendations.	GD
Contact HD with deadline for production of Toolkit	GD, Julian

#### 4. VISITBERWICK WEBSITE

Jenna reported that the phase 1 work on the Visitberwick Website had been completed and the Website is now live and had been for the Tour of Britain which was the target set by partners.

Finalising the development work with the Web Designer and with guidance from HemingwayDesign was now in progress. Jenna and Julian are arranging to meet with the Web Designer to hand over the content management of the Website.

GD confirmed that the Town Council would provide training support for officers tasked to manage Website currency. Along with looking after the social media accounts for Visit Berwick upon Tweed, Jenna would assist this work.

Jenna confirmed that a new promotional video for Visitberwick had been commissioned and would be included on the Website once produced.

PM passed on his congratulations to Jenna and Julian for completing the work on the Website within the timescale set.

#### Action Points

Complete development work on Visitberwick Website	Jenna, Julian
Meet with Web Designer to hand over management of Website, 15/10/19	Jenna, Julian

#### 5. DESTINATION EVENTS REVIEW

AA introduced the paper tabled.

TK commented that NCC would look to provide training support for event developers.

PDG Members discussed Paper and its recommendations. Overall, PDG Members supported the recommendations, noting;

That in regard to the 2019/20 Event Allocation the remaining allocation of £19.5K should be used to commission an Event(s) within the remainder of the financial year with a specific

target of March/pre-Easter, and that any remaining funds be carried over to 2020/21 with the funders approval;

That in regard to the 2020/21 Event Allocation a 'call' for 'Event' proposals for 2020/21 (April-September) is made, setting a deadline of 29<sup>th</sup> November 2019 and an Assessment Panel arranged for early December;

That in regard to the 2020/21 'call' the Event Guidance and Assessment Criteria be revised to encourage the development of events during visitor 'off-peak' periods (April – June) using the following 'weighting': A maximum project grant of £4K for events during peak visitor periods and an unrestricted maximum project max grant, subject to available resources, for events during the visitor off peak periods;

That, subject to the response to the 2020/21 'call' and budget commitments the Group consider commissioning an Event(s) during April – June 2020.

#### Action Points

Explore training support for Event promoters	TK
Explore Event(s) 'Commission' for March/Pre-Easter 2019	Project Staff
Revise Destination Events Guidance and Application Process for 2020	Project Staff
Set Events Assessment Panel	Project Staff
Marketing/Promotion of 2020 Events 'call'	Project Staff

## 6. BUSINESS TRAINING PROPOSAL

AA introduced the paper tabled.

Over the past year Project Staff had held discussions with a range of business support organisations regarding the provision of business support and training and skills development for businesses within the Berwick area.

Over the summer the Project, working with Berwick Chamber of Trade and the North Northumberland Tourism Association has coordinated a Business Survey, primarily of tourism related businesses, to establish identified training needs.

The findings of the survey, completed by 49 businesses, had been validated by both the Chamber and the NNTA and form the basis of a proposed Berwick based Business Support Programme to be jointly delivered by Business Northumberland and Northumberland Business Services Ltd.

The proposed Business Support Programme will deliver a coordinated package of business support, targeting the training requirements identified by the Business Survey, running from October 2019 to March 2020.

Following discussion the PDG Members approved the funding of the Business Support Programme, committing £25K from the Project 2019/20 Training allocation.

#### Action Points

Meet with NBSL/Business Northumberland to finalise delivery of Business Support Programme.	Project Staff
Establish Service Level Agreement for Business Support Programme	AA

## 7. PROJECT COMMUNICATIONS

Jenna reported on recent work with a Travel Blogger – North East Family Fun. Jenna produced a weekend visitor itinerary for the family group by approaching local businesses and securing 90% of the trip for FREE, this included all activities and accommodation. The blog post produced covers a wide range of ‘family friendly’ activities and is highly complementary of Berwick. The post will be featured on the Visitberwick Website and Partners were encouraged to share it on their own Websites and across social media. Travel blogging will be further developed to reflect the range of visitors to Berwick and the surrounding area.

Jenna reported on her social media coverage for the Tour of Britain which had secured photography and videos of the event for social media, which was well received. The post from the day reached just under 20,000 people and received positive comments. Coverage went live at the start of the race with an audience of 975 people.

Jenna reported that the Berwick Ambassadors Scheme now had 152 certificated Ambassadors, a ‘recruitment drive’ was planned and would start with a press article in the local paper shortly.

Jenna reported that she had been invited to sit on the committee for the NNTA and had been involved in the organisations strategy review.

PN reported on the ‘Know Your Northumberland’ initiative which aims to develop the skills and knowledge of those working in visitor serving businesses. More details are available by following the link:

[https://www.discoverourland.co.uk/post/ambassadors-being-sought-to-boost-county-s-tourism-industry?fbclid=IwAR35JC0zTadt2P-Li8lVhGmaj\\_q1QYJwflrTHJRmUE8oINcJQR8lyKI0D78](https://www.discoverourland.co.uk/post/ambassadors-being-sought-to-boost-county-s-tourism-industry?fbclid=IwAR35JC0zTadt2P-Li8lVhGmaj_q1QYJwflrTHJRmUE8oINcJQR8lyKI0D78)

## 8. TOUR OF BRITAIN

SS gave a verbal report on the local activities undertaken to support the Tour of Britain Stage 3 start in Berwick on 9<sup>th</sup> September.

A formal report on the activities undertaken and the overall impact of the event will be produced by the Chamber of Trade for funders and local partners.

### Action Points

Produce ToB impact report	SS
Circulate report to funders and local partners	SS

## 9. PARTNER UPDATES

GD reported that the local visitor survey work using handheld devices had been test run by using the Heritage Open Days and Film Festival as test events. The final visitor survey questionnaire would be developed for consideration by the PDG Members at the next meeting.

PM reported that a Berwick Barracks meeting was to be held which would provide an update on the consultation work on the future of the Barracks.

### Action Points

PDG Members to review local visitor questionnaire.	GD
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Update PDG Members on Barracks consultation work.	PM
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10. AOB

None reported.

11. DATE AND TIME OF NEXT MEETING

1.00pm Wednesday 20<sup>th</sup> November 2019, Berwick Community Trust Offices