

MINUTES OF WELCOME VISITOR PROJECT DELIVERY GROUP MEETING HELD 29th
JANUARY 2020

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
Harvest Harris-Jones	North Northumberland Tourism Association
Ros Lamont	The Maltings Berwick Trust
Philip Mawer	Berwick Archive and Museum Action Group
Cris Brown	Northumberland Tourism
Paul Ruddick	Port of Berwick
Scott Ferguson	Port of Berwick
Jenna Shields	Welcome Visitor Project
Andy Ashcroft	Welcome Visitor Project

1. APOLOGIES RECEIVED

Julian Smith, Jude Leitch.

2. MINUTES OF PDG MEETING HELD ON 20/11/19

The draft Minutes of the PDG meeting held on 20/11/19 were approved by the Group.

MATTERS ARISING/UPDATE

None reported.

3. 2020 VISITBERWICK TOURISM CONFERENCE

AA introduced a paper, tabled as a draft structure for a proposed Visitberwick Tourism Conference to be held at Berwick Guildhall on the 10th March 2020.

Overall, the Group agreed to the proposed event, location and structure of the day, requesting that the Project staff consider:

A theme for the Conference,

The timing of the Conference relative to the timing of the 'Elevator' Pitches session,

Identify a local key speaker to set the scene for the Conference and, potentially, Chair the event.

Action Points

Finalise Conference arrangements.	AA, Jenna, Julien
Marketing and promotion of Conference	Jenna

Contact Chris Hardie regarding Berwick Visitor Centre update	AA
--	----

4. DESTINATION EVENTS

AA reported that the organisers of the three event proposals approved by the December 2019 Panel had all confirmed 'in principle' grant acceptance.

One event had completed all required documentation and had been issued with an initial grant payment. Final documentation from the remaining proposals was expected shortly.

GD advised that the Town Council had agreed a regular meeting schedule to support the development and delivery of the 'Bear-Fest' proposal.

Julien commented that the Community Trust had agreed to work with and support Berwick Creative Guild in developing and delivering the 'Berwick Arts Trail'. The Trust and Guild had met with English Heritage to discuss holding the event at the Barracks from 29th – 31st May. A decision from EH was expected on 6th Feb and the Group will be advised thereafter regarding the status of the proposal.

Action Points

Update PDG members regarding status of 'Berwick Arts Trail' proposal.	Julien
---	--------

5. PLACE-BRAND & MARKETING

Jenna reported that phase 2 of the Visitberwick Website work is progressing with completion planned for the start of the visitor season. This will include converting the site into additional languages. Further to consulting NT the visitors catered for will be German, Dutch, French, Spanish and Chinese. The events calendar has also been started.

Visitberwick will be attending the Alwick and Lauder tourism fairs and Jenna will be attending the British Travel and Trade show in Birmingham in March.

The Visitberwick map/guide is well under construction, illustrated by Tania Willis, and will be produced for the Tourism Conference in March.

Brand Guidelines, Narrative, key statements and logos are now available to download via Visitberwick, 6 local companies have downloaded these so far. Jenna and Julien Smith have had 4 meetings with local printers and designers, with 3 other appointments arranged. The place brand and narrative has been well received.

LNER marketing is in production, along with other marketing to feature on panels and information boards.

Action Points

Consider 'Brand' briefing session at February Chamber meeting.	SS
--	----

6. BERWICK BITESIZE BUSINESS TRAINING PROGRAMME

Jenna provided some feedback from recent training sessions, NBSL reporting that engagement with companies is good, on average 6 people per session, social media training courses were a sell-out, and BN are proposing to extend the cohort with dates for round 2 available soon. Jenna has also discussed with BN the provision of social media training for NNTA members to include Google for Business, Trip Advisor, online booking systems and digital and E marketing.

Jenna reported that a business drop-in session was planned for the Feb 12th and would be attended by a range of business support agencies including NEL, DIT, BN, NBSL and would include a digital taxation session with Greaves, West and Ayre.

SS and HHJ reported some difficulty in completing training registration for BN courses relating to *de minimis* declarations.

Action Points

Contact BN regarding <i>de minimis</i> guidance	AA
---	----

7. PREMIER INN

AA advised that the scheduled opening date had been delayed due to finishing off works. Following opening there would be a formal 'civic' welcome Ca 2 weeks later which the Town Council were aware of.

Jenna confirmed that the manager of the Premier Inn proposed that all staff would undertake the training module to become Berwick Ambassadors.

8. PARTNER UPDATES

PN reported that the new visit Northumberland Website and a new Northumberland brand would be available from April. The Strategic Tourism Review was ongoing with no deadline set for publication. NCC were working on a 'Residents Festival' to take place on the 18th/19th April whereby residents could gain free or discounted access to local attractions and facilities.

HHJ reported that the NNTA had recently held its AGM and that a new NNTA Website would be developed during 2020.

RL reported that feasibility work regarding the redevelopment of The Maltings was ongoing. This year marked the 30th Anniversary of The Maltings with a celebration taking place on the 3rd/4th April.

TK reported that matters relating to coach and car parking were being progressed. NCC were progressing new economic baseline reports for towns and these would include 'footfall' surveys, with a count in Feb/March followed by a count in May/June. A Rail Study would present findings to the BRC in March. Initial investigation works had commenced on a permanent and upgraded Royal Border bridge lighting scheme.

PR & SF reported on development work at the Port of Berwick. Meetings with Excursions Ltd, in December, had enabled further consideration of 'shore side' operations relating to

visiting Cruise ships. Following that meeting Jen had provided additional local visitor information to enable Excursions Ltd to build visitor itineraries. Since completion of the new pontoon 60 leisure craft had visited the Port which had been achieved despite little advertising.

AA confirmed that mooring details for the Port would be included in Visitberwick and that a leaflet promoting the Port would be supported by the Project for distribution at Trade Fairs, including the British Travel and Trade show in Birmingham in March.

Further to discussions with Port staff AA proposed that the Project contribute £1K, from the product/service development fund, to support the Port becoming members of cruiseBritain, a business to business network for those involved in the cruise industry. The Group supported this proposal.

GD reported that the Town Council had agreed to explore an 'illuminating Berwick' project which would provide lighting for a number of features across the town, e.g. Meg's Mount, Buttermarket. The Town Council also recognised the need to grow capacity within the organisation to maintain a marketing and promotional function for Berwick and to contribute to the development of a 'place-plan' for Berwick.

Action Points

Circulate details of 'Residents Festival'.	PN
Discuss bridge lighting and illuminating Berwick.	TK,GD.
Allocate £1k from product/service development fund for Port membership of cruiseBritain	AA
Discuss marketing and promotions capacity.	GD, Julien.

9. AOB

None reported.

10. DATE AND TIME OF NEXT MEETING

1.00pm, Wednesday 18th March 2020, Berwick Community Trust Offices.