

TC 101294919
Revision 02

TOURISM WORKING GROUP

NOT PROTECTIVELY MARKED

Meeting:	Tourism Working Group (TWG)
Date:	18 th April 2024
Location:	MS Teams
Chair:	Paul Wood (ESC)
Attendees:	Alexis Corless (ESC), Marie Webster-Fitch (ESC), Matt Jones (SCC), Rebecca Calder (SZC), Mike Humphrey (Quod for SZC), Paula Bartholomew (Suffolk & Essex Coast & Heaths National Landscape), Annie Willey (The Suffolk Coast DMO), David Scott (the Suffolk Coast DMO)
Apologies:	-

Meeting Notes:

1. INTRODUCTIONS

Welcome to the new Tourism Programme Manager: Alexis Corless.

2. REVIEW OF PREVIOUS ACTIONS

See below.

3. MEMBERSHIP (update on Visit Suffolk / NALEP membership)

- NALEP will exit the working group as their functionality has now been pulled into SCC.
- Visit Suffolk will exit the working group as its functionality may be moved into a Local Visitor Economy Partnership (LVEP) within the next year (at which point it may be appropriate for the LVEP to join the group).

4. PROJECT UPDATE

- Earthworks beginning next week on a small scale on the main development site.
- The B1122 resurfacing committed to in the Deed of Obligation has now been completed.

5. INITIAL TOURISM FUND IMPLEMENTATION PLAN PAPER DISCUSSION

- Interim plan for 2024 to be developed with full annual plan for January 2025.
- Noted that some activities may need to run across multiple years so implementation plan may look forward longer than 12 months; new events may take a number of years before they deliver good economic benefits.
- Draft implementation plan, covering the period until January 2025, will be brought to the working group for discussion and approval at the end of June 2024. Interim meeting mid-June to introduce and discuss the draft in advance.

Monitoring

- Deed of Obligation makes a distinction between funding for monitoring (with some funds ringfenced for this) and funding for other plans and projects.
- Monitoring is an important part of the plans and should get started on this in 2024. PW confirmed that T-stats will be up and running in summer 2024; MWF provided an overview of the scope it will cover. Group noted this could be very useful.

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- Visitor perception surveys, volume and value reports and Town 'health checks' are being considered. Footfall counters were also discussed and the need to avoid duplication with the recreational displacement monitoring was noted.

ACTION: Monitoring data from the first part of 2024 to be presented at next meeting (19th June).

- Discussion on focus of funding – balance of ensuring fund is focused on visitors but noted that if town centres do not become viable then they will not attract visitors. AC advised that outside vs internal visitors (day trippers within Suffolk) can be tracked and this will help group understand spend.
- Businesses often do not have the money to carry out accessibility studies and meet accessibility standards – noted this could be something for the plan to consider.
- Noted that marketing will play a key role in mitigating the effects of Sizewell on tourism.
- DMO raised concern about directing marketing activity to town websites that are not kept up to date and where the quality and user experience varies. The DMO ensures its own platforms and marketing activity are kept fully up to date, which includes a full series of town guides, this is rolling/continuous activity. The DMO does not have any influence on the state of other tourism websites, including individual town platforms.
- Noted that the Deed of Obligation provides for a marketing manager role which is to be recruited.
- Funding of the DMO conference was discussed, including whether this should be partly funded by SZC on an ongoing basis. Noted that the Tourism Fund should add to rather than replace existing funding and that need to avoid SZC dominating the conference so careful consideration should be given to this.

ACTION: Draft plan to be produced by AC and presented at mid-June meeting.

6. OTHER STAKEHOLDER UPDATES

Included in discussion above.

7. REPORTING TO THE ECONOMIC REVIEW GROUP

ERG has requested that Chair and a SZC member attend the ERG to provide an update.

8. NEXT MEETING DATES

June 19th 2-5pm and July 1st 2-4pm.

ACTION: x2 meetings to be diarised.

9. AOB

None raised.

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Actions raised during the meeting:

Date Raised	Ref.	Description	Lead	Date Due
18 th April	1	Monitoring data from the first part of 2024 to be presented at next meeting (19th June).	ESC	19 th June.
18 th April	2	Draft plan to be collated and presented at mid June meeting	ESC	19 th June.
18 th April	3	x2 meetings to be diarised.	SZC	Actioned.

Actions raised during previous meetings:

Date Raised	Ref.	Description	Lead	Date Due	Status / Update
13 th March	1	RC to confirm status of Visit Suffolk membership of the group.	RC	For next meeting	Visit Suffolk will exit the group for now – Deed of Covenant not signed.
13 th March	2	RC to seek legal advice on nominating an alternative organisation.	RC	For next meeting	Members may nominate appropriated alternative organisations – ERG would need to approve..
13 th March	3	RC to provide link to SZC Works Tracker	RC	Link included in meeting note	Actioned.
13 th March	4	RC to seek more information on signage strategy.	RC	For next meeting	Awaiting further information.
13 th March	5	Escalate retrospective funding requests to ERG.	ESC/DMO	Superseded.	Superseded.

Author: Eleanor Wright (Quod)