

101326260

Revision 01

TOURISM WORKING GROUP

NOT PROTECTIVELY MARKED

Meeting:	Tourism Working Group
Date:	1 st July 2024
Location:	ESC
Chair:	Alexis Corless (Tourism Programme Manager, ESC)
Attendees:	Marie Webster-Fitch (ESC), Matt Jones (SCC), David Scott (The Suffolk Coast DMO), Annie Willey (The Suffolk Coast DMO), Paula Bartholomew (S&EC&HNL), Rebecca Calder (SJC) , Mike Humphrey (Quod for SJC)
Apologies:	Julian Evans (DMO), Pete Waters (Visit Suffolk)

Meeting Notes:

1. INTRODUCTIONS

- Noted that the purpose of meeting was for the working group to consider the Draft Tourism Fund Implementation Plan and decide whether to approve it.
- This working group followed two informal pre-meetings to discuss the potential measures to be included in the plan, on the 14th and 19th June 2024.

2. DRAFT TOURISM FUND IMPLEMENTATION PLAN

- AC thanked the group for providing comments on the draft of the plan circulated before the meeting and the group then ran through the plan page by page. Comments included:
 - PB - add a table at the end of the document to provide a synopsis of projects;
 - AW – use imagery other than Southwold;
 - MH – make clear that the document is an interim plan for 2024 and add time period (July – December 2024);
 - Plan should include logos from all members;
 - Paragraph should be added explaining that the document is being prepared as required by the Deed of Obligation.
- A discussion was had around the wording of the strategic aspirations and vision: it was highlighted that the thematic priorities of the plan include setting the baseline / determining appropriate tools for monitoring and attracting new people to the area.
- A discussion was had around the purpose of marketing tools and market segmentation. It was decided the wording in the plan should reflect the need to develop monitoring tools to understand the current tourism market offer and positioning in East Suffolk to inform the next steps, opportunities and to track the effects of SJC / establish longitudinal monitoring.
- Costs were discussed:
 - A question was raised over the items which run over multiple years e.g. T-Stats which is £10,000 a year but will be procured for three years with a break clause.
 - It was raised that the group need to be clear on what the annual ask is each time as this will tie up money for future years.
 - It was raised that the longitudinal surveys will cost less over time in set up costs.

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- AC noted that the figures include contingency as the procurement process not yet undertaken.
- It was noted that subsequent implementation plans will include monitoring on effectiveness of spend.
- The issue of the subsidy control regime was discussed and it was noted that ESC is waiting for an initial view on how this applies to the Deed of Obligation from SCC, and this will then be run past their legal team. The risk of the subsidy control regime process delaying spend was noted.
- A discussion was held around the sourcing of imagery and AW emphasised the need to work with the DMO: it was acknowledged that the DMO has been working for the last decade to create a brand and that ESC should work with the DMO understand what imagery is already available and identify what is missing. It was also noted that imagery needs to be updated on an ongoing basis.
- All agreed on the need to consult local tourism businesses in order to inform future iterations of the plan. AC intends to set up a series of consultation events to progress this.
- AW raised from previous experience that it is likely a lot of requests will come through to the DMO and it is important for resourcing to be available for this. It was also noted that the Deed includes funding for a Tourism Marketing Manager Role which could be embedded in the DMO. At present, it was agreed associated staff costs would be recharged via the resources aspect of the fund, including those provided by the DMO. The Marketing Manager role will not be recruited at this time.

3. DECISION

- The Tourism Working Group approved the draft so this now becomes the first Tourism Fund Implementation Plan.

Action: ESC to circulate final version with tweaks to wording agreed in meeting.

Action: Working group to be involved in the development of the questionnaire for the longitudinal perception monitoring.

4. NEXT STEPS

- Implementation of the plan to begin including procurement.
- An informal catch up will be held on 11-9-24.
- Next formal working group meeting 12-11-24.

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Actions raised during the meeting:

Date Raised	Ref.	Description	Lead	Date Due
1-7-24	1	<i>ESC to circulate final version with tweaks to wording agreed in meeting.</i>	AC	Complete
1-7-24	2	<i>Working group to be involved in the development of the questionnaire for the longitudinal perception monitoring.</i>	AC	Ongoing

Author: AV (Quod) / Reviewer: RC (SJC) ahead of circulation to TWG