

## Tourism Partnership Meeting

### Meeting Minutes

March 10, 2016

*Present:*

Councillors Eleanor Cohen [Chair] and Rosie Adams (Totnes Town Council), Katie Tokus (Sharpham Trust), Richard Ayres (Dart Harbour Navigation Authority), Paul Wesley (Totnes Chamber of Commerce), Jo Atkey (Dartington), Kate Davies (English Heritage), Amanda Richards (Totnes Information Centre), Sarah Stride (Visit South Devon), Frances Northrop (Town Team), Chantelle Norton (Totnes Pound), Andrew Pooley (DSRRB), Kathy Alexander (Bay Horse Inn), Dick Wood (South Devon Railway, Visit Devon, DATA), Paul Chapman (Totnes Market Traders Association), and Helen Nathanson [Minutes] (Totnes Town Council)

*Apologies:*

Lindsay Garner (Totnes Chamber of Commerce), Karen Jonas (Dartington), Matt Bulford (English Heritage), Mark Sharman (Sharpham Wine and Cheese)

*Next meeting:*

*To be arranged*

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#### I. The Chairman welcomed everyone to the meeting and introductions were made

#### II. The group discussed how the Partnership could work and the following points were made:

- There are two different audiences for a potential partnership - visitors *and* members.
- We need to define the area to be included in the Partnership – at present we are referring to “Totnes” but this includes a wider area
- Visit Devon will become a CIC and re-launch itself from 1<sup>st</sup> April, with a new website from 1<sup>st</sup> October. It is acutely aware of the need to promote the County nationally and internationally.
- What are the benefits we can offer to members of a Partnership?
  - Increased visitor spend in Totnes - more customers
  - Coherent marketing of Totnes
  - Increased year round employment opportunities
  - Make it more attractive to families and tap into new markets
  - Carry out national and international marketing. Concerns were raised about how achievable this would be in reality, given the costs involved, so we would make sure we link in effectively to existing umbrella organisations such as Visit South Devon and Visit Devon
  - Better communication amongst everyone in the Partnership to allow us to identify more events to attract customers and to support one another
  - We need more accommodation in the area
  - A combined effort to sort out our transport and traffic problems
  - meeting with other organisations and coordinating activity

It was agreed that a smaller group should be convened to draft a set of Terms of Reference for the Partnership. This could include but is not limited to: a definition of the area of the Partnership; the benefits we would bring for members and visitors; what we want to achieve as the end result; and possible budgets.

It was agreed that Jo Atkey, Rosie Adams, Helen Nathanson, Sarah Stride and Frances Northrop would form this group. The work will be presented to the next Partnership meeting.

### **III. Grant applications**

We have not heard back about the ESIF application yet, though the deadline is imminent.

The South Devon Coastal LAG is now open for funding, with a stream for rural tourism. It was agreed that we would submit an initial enquiry form to see if our project would be considered.

### **IV. South West Tourism Growth Fun Conference**

Rosie Adams is going to attend and will report back to the next meeting.

### **V. Next Steps**

We will call another meeting within 6 weeks to follow up on these actions and agree TORs.