

Totnes Tourism Partnership

Meeting Minutes

November 9, 2016

Present: Councillor Eleanor Cohen [Chair] (Totnes Town Council), Lindsay Garner (Totnes Chamber of Commerce), Chantelle Norton (Totnes Pound), Sam Branch [Minutes] (Totnes Destination Manager), Sarah Stride (Visit South Devon), Frances Northrop (TCDS), Helen Nathanson (Totnes Town Council) and Karen Jonas (Dartington Trust),

Apologies Dick Wood (South Devon Railway, Visit Devon, DATA), Thea Platt (TTT), Katie Tokus (Sharpham Trust) Matt Bulford (English Heritage),

Next meeting: Tuesday 6th December at 10am in the Guildhall

I. Welcome from the Chair and Introductions

The Chair welcomed all members.

II. Minutes of the last meeting

The following points were discussed:

Website and Guide 2017

An update was given about the new website and Guide from Mark and Gillian, Left Bridge. The difficulties of getting new advertisers on board were again discussed – Sam Branch and Gillian have both been spending a lot of time visiting and calling people to get existing and new businesses to advertise.

The TIC used to allow people to pay very late which Gillian is very much trying to avoid. She has offered one advertiser an installment plan to pay over 4 months and we will look into whether we can offer this to others in future.

A web only package was discussed for when the website has gone live – Sam is going to explore a pricing structure for just Visit Totnes and a joint package with Visit South Devon. It was agreed that it would be easier to sell this space when we have the new website to show people and some stats.

It was agreed that there would now be a soft beta launch in January and a hard launch in March before the Easter holidays. We will invite a wide range of local businesses with the intention of showing the full capabilities of the site and potentially getting more advertisers on board.

Lindsay agreed that she would send a pdf to her members and post through business doors to show them what the web pages would look like visually. Sam will work with Lindsay to work out the best businesses to approach. All businesses get a page each with a link to their website and social media channels. Businesses need to pay more to get more information and images and to become more visible or be highlighted on the home page or in top ten listings etc.

Visit South Devon has kindly agreed to let us have the Visit Totnes url so the new website and associated media will take that title, in line with national tourism practice.

Guide Distribution

Sam will list all of the places which will stock the guides locally and work out how many they will all need to start with so that we can work out roughly how many we will have left. She will then work out where else we can potentially send it. The guides will be distributed as early in the year as possible to avoid wastage.

Facebook

It was decided that Sam would build a new Facebook page for Visit Totnes as the Totnes Information page only has 360 followers and little interaction, plus the new user name can't be created. Members have agreed to like the page and follow us on Twitter when we're ready. Sam will circulate the details when we have them.

Visit Totnes Logo

Sam showed members the Visit Totnes logo options – all agreed that they preferred the handwriting version of 'visit', they liked the green colour and agreed that the black and red looked too harsh. It was suggested that we try changing the 'Totnes' to a grey colour or Sam has suggested making it less bold or lower case.

Sam has emailed Left Bridge with the changes – these will be circulated when we have them.

Funding Opportunities

It was agreed that the Coastal Communities fund won't work as we need to highlight exactly what jobs it will create which we can't do, and it was agreed that we will hopefully have the most success with the CRPF fund which Helen will pursue. The TAP fund will be difficult because it has a community focus and this project does not really fit the terms of the funding.

Helen discussed the difficulties of applying for any funds at this stage as we haven't formalised the membership of the Tourism Partnership yet and so it was decided that the CRPF application

will be sent on behalf of the Chamber of Commerce, as a member of the Partnership. We will use it to apply for the local leaflets and some aspects of the wayfinding and signage work.

Sam is looking into the Discover England funding. Karen had feedback which said it should be for brand new projects which will be extraordinary. Sam will contact Myrtle from TTT to see what she submitted for the DEFRA bid to see if this will help.

Membership

Sarah again explained how Visit South Devon has paid members who are advertisers and an advisory Board made up of an elected group of those members.

The group discussed whether we should potentially do the same because there are current members who wouldn't officially be able to remain in the Partnership if members were solely advertisers, however they are there because of their knowledge of the town and they are extremely beneficial to the group.

We need to advise people what role they would need to play as a member and also ask what involvement they would like to have.

Sam will think about what she needs from members in the future and look at other membership options so that we can decide how we would like to proceed. It was decided that we're happy to continue with the format as it is for now and we can formalise in March as if we're successful with any bids: we'll have more to share with people by then.

III AOB

Sarah advised that the new Visit Devon website will go live this week (VSD are part-funders of Visit Devon). This launch will see Visit Devon become more proactive with things like targeting international markets.

IV Date of the next meeting

Future meetings will be on the second Tuesday of the month at 10am in the Guildhall until further notice.

Members were thanked for a very positive meeting and we will meet again next month on 6th December.