

Totnes Tourism Partnership

Meeting Minutes

5 February 2019

Present: Sam Branch [Minutes] (Totnes Destination Manager), Kathy Alexander (Bay Horse Inn), Judy Westacott (Totnes Town Council), Julie George (The Old Forge), Anna Roach (Visit South Devon), Jeremy Holloway (Lantern Festival)

Apologies Madelaine Cambridge (Totnes Castle), Dick Wood (South Devon Railway, Visit Devon, DATA), Thea Platt (TTT), Penny Johns Dart Harbour), Jonathan Wigg - General Manager (Seven Stars), Matt Buzzo (Waterside Bistro), Will Kemp (Dartington Arts), Dave Tinker (Totnes Chamber of Commerce, Out of the Blue), Karen Jonas (Dartington Trust)

Next meeting: Tuesday 14th May at 10am – English in Totnes - tbc

I. Minutes

The following points were discussed:

1. Cruise Ship Itinerary

SB mentioned that Karen Jonas and SB have started to put together an itinerary for the cruise ship and group market which will likely include a morning at Dartington Hall with or without lunch and an afternoon in Totnes with or without a guided tour. Kathy said that the cruise ship market will always have a tour guide with them so they might not require this therefore we can suggest free time to explore the shops and attractions. The group market would be most interested in the tour. Judy suggested that the tour in Totnes include the Guildhall, Museum (when open) and church - all good for history.

Kathy also suggested that the cruise ship market probably wouldn't want lunch as they have so much food on board - SB said that the itinerary can be tailored to the different markets and it could include a hot drink and cake instead.

Kathy mentioned that cruise ship trips tend to range from £80 - 150 per person and also suggested adding the Dartmouth ferry into the itinerary for the cruise ship market and some groups coming from that area.

2. Events

a. Lantern Festival

Jeremy Holloway came to the meeting to update on the Lantern Festival which has been postponed until September 2020 however workshops and creating lanterns will begin in Sept 2019. Involved are Ginnie from Paperworks, Lily John, Adrian Burtwell, Cllr Ben Piper and Jeremy as Event Manager.

Plan for schools and artists to create the lanterns and for school students to carry them at the festival therefore they can't use real flames anymore due to health and safety and insurance. Organisers would also like it to be plastic free.

They're waiting to hear if they're being awarded £10k from Lottery funding. Judy suggested that they also apply for a culture grant through the town council and that they speak to District Cllr Jacqui Hodgson to see what pots they might have (after May.)

b. Real Ale Trail

SB informed the group about the Real Ale Trail which is due to be happening in and around Totnes / South Hams - it's a bus tour of rural, remote pubs with a hop on, hop off service .
<https://realaletrail.co.uk/>

3. Tidy Totnes scheme

SB informed about the Tidy Totnes Scheme from Steve Howrihane, Town Ranger - see Appendix A for the press release.

Kathy mentioned the problem of weeds in the church grounds on route to the Guildhall - SB will get an update from the Town Clerk.

4. Marketing update

a. Britain magazine

SB has secured a double page spread of editorial in Britain magazine which is the official magazine from Visit Britain - circulation 80,000 + / readership 125,000 + with 60% of readers from North America. Magazines are sold in WHSmith and other UK outlets and Barnes & Noble in America. Example of the type of coverage we're receiving - the Weekender section with a bit about the history of the town and suggestions of what to do while here:



Left: Pendennis Castle. Below: Whitewashed houses on the beach at Gylfegryn.

It could be said that any visit to Cornwall would be incomplete without a stop at Falmouth, a vibrant town on the southern coast surrounded by lush hills and sparkling sea.

FALMOUTH

With its colourful harbour, cheerful pubs and a legendary oyster festival, Falmouth has plenty of seaside charm

WORDS: **ROSEMARY DOWNS**



www.visitbritainmagazine.com



Chelsea Farm is a beautiful garden with a variety of plants and flowers.



THE PLANNER

GETTING THERE

Great Western Rail runs trains from London Paddington to Swanwick, from where there is a taxi to Falmouth (20 minutes). Alternatively, you can fly from London Gatwick to Newquay (1 hour 10 minutes) and take a train to Falmouth from there.

EAT, DRINK, SLEEP

For a sophisticated and historic, by the sea restaurant, visit the historic Cornish pub, the Cornish Arms, which is a Grade II listed building. It is a popular spot for a drink and a bite to eat.

FURTHER INFORMATION

www.visitbritain.co.uk

you can enjoy the dramatic scenery from the raised terrace of The Cove restaurant, right on the seafront.

Cornwall is not all windswept, rugged coastline, of course. Take the time to visit Trebah Garden, just past Marazion, a 26-acre subtropical paradise with more than four miles of terraced-lined walkways.

From here you can make your way down to the garden's secluded beach, Polzeath Cove, on the Helford River, an exquisite scenic spot with ancient oaks. Bring a picnic and make a day of it.

Home to an arts-focused university, it's no surprise that Falmouth has a thriving arts scene, and the town frequently hosts concerts and performances by local groups.

The Falmouth Art Gallery, above the library, is always worth a stop, with a collection ranging from Pre-Raphaelite paintings to a children's illustration archive, and there are good temporary exhibitions,

too. Book-lovers might want to visit The Greenbank Hotel at the top of the town, where, in 1972, Kenneth Grahame started writing letters to his son telling of the adventures of Toad, Mole and Rat, from which his classic *The Wind in the Willows* was born.

The hotel also has the rare luxury of being accessible by water, so you can moor on the private pontoon and enjoy it to a lunch of local lobster.

Freshly caught seafood is a highlight of any visit to Cornwall, and in recent years Falmouth has become something of a foodie hotspot. Oysters can be found on most restaurant menus, and the Falmouth Oyster Festival is a highly popular event which takes over the town in October. There are oyster shucking competitions, and plentiful tasting opportunities, of course. The local Fal Oysters come served over ice with shallot vinegar for a touch, long may taste of the sea. **B**

For more ideas for days out around the UK, visit www.visitbritainmagazine.com

b. Advertising

SB is advertising on digital screens at Exeter Airport, Exeter Central and Exeter St. Davids through Visit Exeter with a very good deal for 5 weeks, primarily to encourage day visitors during shoulder months but also potentially getting some last minute bookings for accommodation:

SB is also distributing a bespoke leaflet aimed at coach drivers through a Coach Pack - 3000 leaflets will be handed to drivers who will potentially run their own trips or stop off in Totnes on the way back from or to other destinations.



c. Info boards / maps

SB gave an update on the information maps which are planned for Steamer Quay, Coronation Road and the train station - awaiting permission to have them in all three places. Julie asked if there would be opportunity to advertise on the boards - SB will let her know.

d. Student discount scheme

SB updated on a potential discount scheme for English in Totnes students and other markets pending uptake from local businesses.

5. Funding - South Hams Communities Together

SB informed the group that Visit Totnes / Totnes Town Council was successful in securing £4,848.25 from the South Hams Communities Together fund for a 49 inch digital screen which will be used to promote community / local events at the Civic Square as part of the redevelopment. Some of the proposed redevelopment drawings below:



a. Future High Streets Fund

SB updated on the national Government Future High Street Fund for which expressions of interest must be submitted from District Councils by 22nd March:

<https://www.gov.uk/government/publications/future-high-streets-fund-call-for-proposals>

There are two pots of money (national): £620m for 'transformative change' (up to £25m for any individual successful bid) and £55m for smaller scale heritage projects however it has been noted that Totnes will not be eligible for the transformative change pot as town centres need to be facing significant challenges.

£55m of the £675m Fund has been allocated to the Department for Digital, Culture, Media and Sport to support the regeneration of heritage high streets. This has two elements: helping to restore historic high street properties through Historic England, and equipping communities with their own resources to put historic buildings back into economic use – for example as residential buildings, new work spaces or cultural venues, supported by the Architectural Heritage Fund.

South Hams DC are getting back to Totnes Town Council with more information about the Heritage Fund to see if we are eligible to proceed with a grant application. Members of the group suggested the premises above Eleven which has been empty for a long time and in need of repair or a solicitors building in town which has been on the market for a while and again in need of repair as potential buildings to apply for.

AOB

Totnes Museum was discussed and how there has been an increase in visitor numbers but not an increase in donations - contactless donations were discussed. SB will speak to Tony Whitty.

Next Meeting

Scheduled for Tuesday

Appendix A

Totnes Town Ranger launches Tidy Totnes initiative on behalf of Totnes Town Council

Steve Howrihane, Town Ranger is launching the Tidy Totnes initiative this month on behalf of Totnes Town Council, with the aim of encouraging local businesses to keep the streets in and around town, and their shop fronts, as clean and tidy as possible.

South Hams District Council still sweep the roads but resources are tight in terms of the hours available for this work, therefore it's becoming imperative that traders pitch in to help so that the town centre can continue to be a pleasant and enticing space for all who trade, work and visit here.

Steve said, "We're asking traders and business owners to keep the pavement area outside the front of their shop or eatery clean by sweeping their section, which many of the businesses already do. The Tidy Totnes initiative is a way of Totnes Town Council recognising the efforts of businesses in keeping the town centre attractive."

All businesses who actively participate in the scheme will receive a Tidy Totnes Trader window sticker which they can proudly display to highlight those who are taking part and to encourage others to follow suit. Once a year these traders will be entered into a prize draw and one lucky business will win a fabulous prize such as a free meal at a local restaurant.

For more information about how to get involved please contact Steve Howrihane, Town Ranger on townranger@totnestowncouncil.gov.uk or call 01803 862147.