



**CITY OF ELY COUNCIL  
TOURISM AND TOWN CENTRE COMMITTEE**

**MINUTES OF A MEETING HELD AT 7.00 pm  
ON MONDAY, 18<sup>th</sup> OCTOBER 2021  
HELD AT THE MALTINGS, SHIP LANE, ELY**

**PRESENT:**

Cllr Lis Every – took the Chair in the absence of Cllr Warman  
Cllr Christine Whelan                      Cllr Sarah Bellow                      Cllr Arnie Arnold  
Cllr Kevin Wilkins                      Cllr Ian Lindsay  
Mrs Anna Bennett (Tourism and Town Centre Manager)

**1. Apologies for Absence**

Apologies were received from Cllr Dian Warman and Cllr Sue Austen.

**2. Declarations of Interest**

There were no declarations of interest.

**3. Minutes of last Tourism and Town Centre Committee Meeting and Matters arising**

The minutes of the last meeting, held in person, 6<sup>th</sup> September 2021 at the Maltings, Ely were approved and signed as a true record. Pages T&TC 55, 56 and 57 refer. There were no matters arising.

**4. To Receive an Update on the Service and the Town Centre (see report from T&TC Manager)**

Mrs Bennett gave a full and detailed presentation regarding the TIC service and Attraction for the months of September and October. Income figures were provided to show takings were up compared to pre-covid, and the shop/attractions continues to do well. It was also explained to the Committee that there has been a slight increase in coach tours, mainly due to the Cathedral Fair taking place at the end of November. Mrs Bennett also gave details of October Half Term plans, with events taking place every day of the school holiday. An update was presented via Mrs Reddick on High Street communications and interest in the forthcoming Christmas Shopping Event. Feedback in general has been very positive. OCH/Visit Ely staffing update was also discussed, with Mr Routledge returning to OCH on a freelance basis and Ms Richardson employed as the new part-time TIC Assistant. A change to Miss Thompson's hours was also noted.

Mrs Bennett also gave good feedback regarding the recently attended Group Travel and Leisure Show. Ely was mentioned in the Seminar, and strong leads and bookings have already been received for 2022.

A social media presentation was given by Mrs Bennett, compiled by Mr Routledge with details of how Visit Ely has outpaced other neighbouring equivalents and how successful the reach is. With an improvement in our social media output and creativity, it is a clear indication that this is key to increased sales and interaction, and is proving hugely valuable and cost effective.

Apple and Harvest Fayre was a huge success with over 3000 people in attendance and excellent feedback in relation to the event coinciding with Ely Cathedral's Harvest Festival. A thank you letter from the organiser was also received.

A full account of events for the remainder of the year was discussed. Armistice and Remembrance Sunday being the next event due to take place and SAG meeting planned and subsequent press release. Date for the first Platinum Jubilee Meeting were discussed with ideas for the four day event in June 2022. It was also discussed that Ely Food and Drink Festival would not return to Ely until Spring 2023 due to the Platinum Jubilee, but a similar event would be held.

A contribution to the Destination and Development Plan from East of England Tourism, was discussed and communications between Cllr Every and the Dean regarding this were to take place and discussions with how we progress the DMO.

## **5. Budget**

The switch on budget was discussed and Cllr C Whelan raised the subject of the budget and how the proposed 2022/2023 budget needs to be reinstated in case the Market Square event were to take place again. Other issues that were raised were the pitches for 22/23 budget allocation wasn't clear on draft budget and the spend for budget code 4115 Gas/Electricity was questioned due to pending increase in costs. The Tourism and Town Centre Manager will discuss these with the Clerk.

## **6. Website development and Digital Signage project**

It was formally agreed at the Full Council meeting on the 27th September 2021 that Studio Nova, Ely would be delivering the new/improved website for both Visit Ely and Oliver Cromwell's House. This would eventually marry up with the digital signage project, which is well underway with planning consent in motion, with further meetings scheduled to discuss operational issues.

## **7. Christmas Event at OCH**

Mrs Bennett explained the concept of the 'new' Christmas Shopping event, which will take place on the 28<sup>th</sup> November 2021 as an 'alternative' to the switch on event.

## **8. Any Other Business**

Mrs Bennett gave details of the new Crime and Punishment Tour and the first opportunity to use Sessions House as part of the tour has generated plenty of interest.

Cllr C Whelan raised the subject of the Ely Fair, and there is an ancient charter that a Fair should take place in Ely, and are we obliged to host one. Cllr Every explained that it was a case of where this should take place.

## **9. Date for next meeting.**

Date for the next meeting was agreed for 29<sup>th</sup> November 7pm at the Maltings, Ship Lane, Ely.

The meeting concluded at 8.15pm.