



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

**MINUTES OF TOURISM AND TOWN CENTRE COMMITTEE MEETING HELD AT
SESSIONS HOUSE, LYNN ROAD, ELY AT
7.00 PM ON THE 25th JULY 2022**

PRESENT:

Cllr Dian Warman
Cllr Virginie Ganivet

Cllr Lis Every
Cllr Sarah Bellow

Cllr Peter Harris

Mrs Anna Bennett (Tourism and Town Centre Manager)

1. Apologies for Absence

No apologies were given.

2. Declarations of Interest

There were no declarations of interest.

3. Minutes of last T&TC Meeting held on 13th June 2022, and matters arising.

The minutes of the last meeting, held on the 13th June were approved and signed by the Chairman as a true record. Pages T&TC 66, 67, 68 and 69 refer. There were no matters arising.

4. To Receive an Update on the Service and the Town Centre (ref report)

Mrs Bennett opened her presentation with updates on overall footfall comparisons from June 21 to June 22 with only a slight difference in entry to the house (not necessarily the attractions). Admissions to the attraction over the month are still averaging at between 1320 adult admissions/family admissions, slightly down compared to previous stats, but expecting an increase due to the start of the school holidays. The Tourist Information Centre are noticing there are more day trips to Ely than overnight stays/touring, mainly down to cost of living and increasing fuel costs.

Escape Rooms continue to sell with the introduction of the 'Executioners Curse' in planning for Halloween season. The corporate team build game has received two bookings in June with combined tours.

Mrs Reddick reported that the High Street traders were seeing an increase in summer footfall and that many of the empty shops now have traders. There are plans to run an independent shop local promotion during the summer and collaboration between the Ely Markets and Visit Ely is working well with cross promotions on events such as Foodie Friday's and Pride.

Plans are underway for the Harvest and Apple Fayre on the 8th October, with most of the trader pitches now booked. The team are also working on City fringe events to coincide and High Street initiatives. Mrs Bennett explained that the Christmas Fayre and Festive Illuminations event is also in the planning stages and again working closely with Ely Markets and the budget would be discussed at the Christmas Lights Sub-Committee meeting.

The social media platform statistics and take one media statistics (Visit Ely guide) were discussed with 63% of stock sent to other named Tourist Information Centres around the UK and the remaining stock to roadside and hospitality services. Discussions are underway regarding 2023 brochure and how best to compliment the new digital signage.

Tithe Room event space utilised over the summer period with escape rooms for juniors/craft sessions and storytelling. The room has also been used for Corporate away days for escape rooms and meetings. School tours/group tours continue to sell, with the last of the school tours end of June. Mrs Bennett explained to the Committee that once the Sales/Events Officer is in post, and with the new website/and B2B/C offerings, it is hoped to see a significant rise in enquiries in bookings and enquiries. The update concluded with Mrs Bennett providing the events for the remainder of 2022 with particular focus on the Ribe Association welcome and attendance of councillors and guides. This is a civic event and will take place on the 3rd October. All those present said they would attend.

5.Budget Updates for OCH/Switch On (working Group).

Cllr Every suggested that a meeting be held to discuss budget presentation and how best we analyse the profits, and whether this could be changed. A meeting will be arranged with Cllr Every, Cllr Warman, Mrs Coulson (Clerk to the City of Ely Council and RFO) and Mrs Bennett. Feedback will be given at the next meeting in September. There were no comments made regarding the Switch On event, which has been re-branded 'Ely Christmas Fayre and Illuminations'.

6.To discuss website development and digital signage project.

Mrs Bennett provided the Committee with a full report on the project which proposed a number of questions to locations. Updates have since been given and there are now 10 totems that will be erected at various points throughout the City of Ely. Mrs Bennett explained the 'operational' process behind the project and where the control point is and also explained that a Marketing Strategy meeting was planned for 5/08/22 with ECDC/Greater Anglia and Visit ELY. Further updates will be provided at the next meeting. Visit Ely and OCH websites are due to launch, together with the new Visit ELY app, mid-August. Mrs Bennett gave the Committee an opportunity to download a similar app, to gain an understanding of how it will work.

7.To discuss the Christmas Lights Sub Committee Minutes

No points were raised.

8.Date of next meeting

The next meeting will be held on the 5th September at 7.00 pm at Sessions House, Lynn Road, Ely.

The meeting closed at 8.15 pm