



**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 MONDAY OCTOBER 17TH 2022**

PRESENT:

Cllr Dian Warman Cllr Peter Harris Cllr Richard Morgan
Cllr Virginie Ganivet Cllr Mary Wade
Mrs Anna Bennett (Tourism and Town Centre Manager)

1. Apologies for Absence

Cllr Every apologised as late for the meeting.

2. Declarations of Interest

There were no declarations of interest.

3. Minutes of last Tourism and Town Centre Meeting held on 5th September 2022 and matters arising

The minutes of the last meeting, held on September 5th were approved and signed by the Chairman as a true record. Pages T&TC 72 and 73 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 giving details of the Ely experience and how new partnerships have been forged with Ely Cathedral/Stained Glass/Ely Museum and the product was very well received at the Group Leisure and Travel Show. There is now focus on joint tickets and a one person ticket with Ely Museum as Cathedral/SGM have such offers.

Mrs Bennett also explained the updated DDP and future collaboration with Visit East England tourism board and how best we can work together. Mrs Bennett explained to the Committee that the team will be attending a conference to that effect and will be representing Ely. The case and updated DDP and LVP will be presented to the tourism minister. Mrs Bennett explained copies of the document were available to read, should any members request.

Mrs Bennett discussed admissions/shop and events and explained to the Committee that Christmas stock had been purchased. Once Halloween events are finished, we will then concentrate on our Christmas decorations and stock/sales. On-line sales remain slow but steady.

Cllr Ganivet gave praise to the Escape Room Challenge her group took part in and pointed out that the new challenge was very refreshing. Useful ideas were discussed for a more portable style challenge, instead of repeating the same use of props. The headman's curse has been a huge success and is thanks to internal members of staff for creating and producing the challenge.

TTC 74

.....
Committee Chairman
28th November 2022

High Street Feedback from Ms Reddick was reported in that the traders seemed happy with footfall over Apple and Harvest weekend, bringing nearly 4000 visitors to Ely. Mrs Bennett commented the attendance was overwhelming and luckily, we had good weather. A brief overview of social media results was presented to the Committee, and it was explained that notable points were 'ghost season' and 'harvest' that created the increase in traffic/engagement and comment.

Mrs Bennett gave feedback to the Committee regarding the recent Ribe Guides visit and how successful the visit was. Cllr Harris suggested about liaising with Schools (locally) regarding younger engagement. Cllr Ganivet explained that this was not as simple as it seems and that the schools must organise. Budget allowances for Visit Ely Guides to return to Ribe (travel paid) were briefly discussed as this had been suggested in the feedback report received from Gareth Hughes. The conclusion was that the guides would self-fund their return visit.

Mrs Bennett provided information regarding the remaining events for the year. Namely Remembrance Day and Christmas Fayre. It was re-iterated to the members that there will be no 'switch on' event, the lights will just be turned on 27th November with the festive activity taking place on St Mary's Green and Oliver Cromwell's. Mrs Bennett gave a brief overview of the tours on offer for October ghost season, and plans for November. Cllr Harris asked for feedback regarding the nature tours planned for Spring 23. Mrs Bennett explained that further information was coming from Dr Welch who would lead the tours.

The Committee were briefed on the progress/ideas for the 2023 Visit Ely Guide. Mrs Bennett explained pricing was being discussed in-line with digital signage advertising opportunities.

5.Budget Updates and Setting of Budgets for 23/24 for OCH and Switch on Working Group

The budget update to the 31st August was noted and there were no significant variances. Points were raised by Cllr Wade prior to the meeting and addressed by the Clerk to the Council and looking at a more sustainable way to run Oliver Cromwell's House during the cost-of-living crisis. No other points were raised regarding the budget settings. It was unanimously agreed to approve the proposed draft budget for 2023/24.

6.To receive an update regarding the Digital Signage project

The DS project was briefly discussed, and the Committee were advised that the official contract had been signed and work would start in December. Mrs Bennett said copies are available should any members request.

7.To discuss signing of the Armed Forces Covenant and freedoms

Decision had been made for these events to take place during Full Council meetings. There still had to be a decision on signing the Covenant and whether this takes any kind of formality.

8.To discuss the Terms of Reference and Strategic Plan

Cllr Warman explained to the Committee that there was an amendment to the Terms of Reference and that the Strategic Plan was finished and would be circulated. It was noted that many of the ideas put forward in said plan had been covered by Mrs Bennett.

9. Date of next meeting

The next meeting is on the 28th November 2022 at 7.00 pm at Sessions House, Lynn Road, Ely.

Meeting closed at 8.15 pm