



**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 NOVEMBER 28TH 2022**

PRESENT:

Cllr Dian Warman Cllr Ian Lindsay Cllr Lis Every
Cllr Virginie Ganivet Cllr Mary Wade
Mrs Anna Bennett (Tourism and Town Centre Manager)

1. Apologies for Absence

Cllr Peter Harris sent his apologies.

2. Declarations of Interest

There were no declarations of interest.

3. Minutes of last Tourism and Town Centre Meeting held on October 17th and matters arising

The minutes of the last meeting, held on October 17th were approved and signed by the Chairman as a true record. Pages T&TC 74 and 75 refer. There were no matters arising.

4. To Receive an Update on the Service and the Town Centre

Mrs Bennett opened the meeting with details regarding the East of England conference that took place earlier in November. It was explained to the committee that attendance was well worth attending. Mrs Bennett (with Mr Routledge) met other representatives of DMO's across the region, together with SME's (from attractions and resorts). Over 200 were present at the event of which the organisers plan repeats on an annual basis. The opportunity to network was prevalent and Visit Ely were very much part of the partnership with links now on the East of England website/social media channels.

Visit Ely are now on the steering group/committee members of the Chamber of Commerce which was explained to the committee. Regular meetings will be attended by Mrs Bennett and Visit Ely events and news will be fully inclusive in the CC Newsletters with new member information bio.

City Centre accommodation and support from developers via tourism demand was briefly discussed and it was advised that the matters arisen had been moved on to the appropriate personnel in planning.

Mrs Bennett gave a break down of admissions to OCH over the last month with figures remaining buoyant and how the TIC staff have prepped for Christmas 2022. It was also noted that big thanks should be given to the Estates Team for the decorating of Oliver Cromwell's House and St Mary's Green.

The annual Visit England assessment was also carried out and this year the assessment was based on one of the guided tours. Mrs Bennett was pleased to announce that once again we passed and have been awarded the accreditation rose for 2022/23 together with being nominated for the Hidden Gem award. Mrs Bennett gave thank and praise to the team.

Additional information regarding the Christmas Event (27th Nov) and the switch on of Ely's lights were given to the committee with further details about the town centre initiative of a high street spend of £10 in 5 independent shops and free entry to a prize drawer. Further updates will be given at the next meeting regarding the event and lucky winner.

Mrs Bennett provided an update regarding the Visit Ely Guide for 2023 and front cover ideas. Also presented were proposed pricing guides for advertising and cost comparisons for the design/print supply. This was all agreed and Mrs Bennett explained that further updates would be supplied regarding progress in January 2023.

Cllr Warman asked for the social media / sales report be presented in a different way for the next meeting that gave a clearer understanding of where we had peaked on stats and an overall, a clearer picture of where we are with sales (events). This information was fed back to Mr Routledge who is responsible for these tasks monthly.

5.Budget Updates for TIC and SO

There were no matters arising regarding either.

6.To receive an update regarding the Digital Signage project

It was explained by Mrs Bennett that Mrs Coulson had received notification from Mr Smith at ECDC that there were further issues regarding the procurement of hardware, and these issues were in hand, but the delay was now June 2023. Cllr Lindsay requested that the app be launched earlier, to which Mrs Bennett said she would enquire. Further updates would be supplied to the committee in the new year.

7.Date of Next Meeting January 24th at 7pm.

Meeting closed at 8.15 pm