

# Tourism Network Steering Group Meeting

7<sup>th</sup> June 2017

## Meeting Notes

**Present:** Mike Studden (Berkeley Community Trust)  
Leah Wellings (Dursley Town Council)  
John Roberts (Dursley Welcomes Walkers)  
Councillor Fiona Firth (Dursley Town Council)  
Vicky Jennings (Foresters B&B)

**Apologies:** Owen Gower (Dr Jenner's House, Museum & Garden)

### 1. Apologies

As above.

It was noted that Nick James had stepped down from Hinton Parish Council and therefore the Tourism Network and Steering Group, due to time commitments.

### 2. Minutes of the Last Meeting & Matters Arising

The minutes of the meeting dated 15<sup>th</sup> March 2017 were reviewed.

**Fiona agreed to collate the accommodation list.** It was suggested that drying and washing facilities were important factors for walkers when they are deciding where to stay, as such we should attempt to highlight these facilities where they exist.

A page had been set up on Dursley Town Council's website [www.dursleytowncouncil.gov.uk](http://www.dursleytowncouncil.gov.uk), in the short term to share information with Network members and any interested parties. It contains minutes, reports and lists.

### 3. The Strategy & Action Plan (Version 3)

The group reviewed Version 3 of the above document.

The following amendments/suggestions were made:

- That Appendix 2 makes reference to Town/Parish Councils.
- That the visual diagram circulated at the January network be incorporated and included as an appendix.
- Update the action plan.

**Leah agreed to amend the version and recirculate to the group when ready.**

**The group agreed that The Strategy & Action Plan and Constitution should be finalised and presented to the next Network meeting as a working document.** Once the network is happy with it the document can be sent to other bodies including Gloucestershire County Council, Stroud District Council and the GFirst LEP.

The group discussed ongoing concerns that the area is not getting as much attention within the district when it comes to tourism marketing.

It was agreed that the network needs to establish itself as a credible, strong group and to move forward incrementally.

#### **4. Draft Constitution**

The draft Constitution document was reviewed. Minor amendments were made. The third listed aim was amended to include *'to attract more visitors to the area'* and the wording for the Objectives was adjusted slightly.

**It was agreed that the amended Constitution would be circulated to Steering Group members with further comments to be submitted to Leah within a week to 10 days if required.**

#### **5. Harris Ethical Project Update – Results of the Taxi Feasibility Study**

The group discussed the Taxi and Feasibility Report produced as part of the Harris Ethical offer including the recommendations. It was agreed that it contains some very useful information.

The need for joined up packages in our area was highlighted. There are opportunities (e.g. visitors to the Prince of Wales, hop on hop off mini bus, walking/cycle routes, bike hire (electric), rail station being a hub) that could be developed and trialled.

The Network need to identify what it sees as being essential/a priority for the area.

The parish by parish inventory audits that are currently ongoing using the Network Templates would help the group to identify packaging opportunities.

**It was agreed that the report would be circulated to the wider Network members before the next meeting in July. Vicky agreed to approach a contact at Cattle Country to try and get them involved in the Network.**

It was noted that there is currently no update available on the other possible projects at this time:

1. Three C's Rail Promotion
2. Development of a Locality Guide (as a series of leaflets - Berkeley was later suggested as the first guide).

#### **6. Potential Funding Opportunity – Leader Funding**

The group discussed current funding opportunities including the RDPE Growth Programme (deadline 31 January 2018 for expressions of interest) and the Cotswold Conservation Board Project.

It was noted that the Cotswold Conservation Board contact and Dursley Welcomes Walkers had made contact with each other about the walking hub project that is being draw up as part of a funding application, so that it can be joined up and avoid duplication. The project idea was supported by the Steering Group.

The group briefly discussed the possibility of using QR Codes for local trails – joining up across the area, having a short film/video for the area, the possible use of electronic boards in the future and the importance of positioning them so they can be viewed without glare.

John withdrew from the meeting.

**7. News Update for The Wider Tourism Network**

It was agreed that a news update should be issued to the wider Tourism Network ahead of the next meeting in July 2017. **Leah requires any information by Monday so that it can be issued with the meeting invitation.**

**8. Format for Tourism Network Meeting on 6<sup>th</sup> July 2017**

It was agreed that the next meeting should take place on 6<sup>th</sup> July 2017 7pm at Breakheart Quarry if possible. A short visit/tour to be included before the start if possible. **Leah to check availability/suitability of meeting venue.**

The meeting should focus on the strategy, action plan and constitution. It should be interactive and attempt to identify a flagship project to be delivered for next year.

**9. Next Steering Group Meeting**

The next Network meeting date is 6<sup>th</sup> July 2017 7pm venue to be agreed.

The next Steering Group meeting is 25<sup>th</sup> July 2017 at Jacob's House.