

TOURISM COMMITTEE

Summary of Minutes of the Meeting held on Thurs 13th November 2025 at 5pm in the Assembly Room

By invitation: VCT & Consultant

Jane Armorgie (JA), George Timpson (GT) & Elsie Courtney (EC), Visitor Centre
Rosalie La Trobe – Bateman (RLTB), Consultant

Present:

Natalie Tighe (NT) – Chair
Helen Plummer (HP)
Mary Nicolle (MN)
Jolie Rose (JR) Deputy Chair

Also:

Jenni Robinson (JLR) - CSO

TC336.25 Apologies:

EC

TC337.25 Review of 2025

The committee were keen to get information out to partners and operators as early as possible. Optimistic of a cohesive approach for 2026. The VCT were asked for their feedback on 2025. There was a discussion regarding the possible improvements that could be made to the VC. The media visits had been very popular and the connections made had been very positive. The intention was to get the media packs professionally printed next year.

There was a discussion around the overall boat numbers being down due to various factors. It was deemed hard to properly quantify the cancellations. Further investigation would be looked into.

The charter to meet the Britany ferries had caused issues this year. It was planned for next year but there was due to be a meeting to follow up to prevent issues next year. The visitor moorings QR codes and their functionality were discussed.

The spreadsheets of opening times and eateries had been working well. Better ways to coordinate communication with businesses were considered. The Sark Food and Drink Facebook page was discussed as officially it no longer had any connection to Sark Tourism.

TC338.25 Visitor Centre Review

There was a discussion regarding the stock and how much the shop account should hold to cover stock turnover. There were investigations into new suppliers and stock. Ways to increase local stock were being looked at. VC documentation and procedures were being assessed. There was an improved complaints procedure in place. There would be a report due for the Christmas Chief Pleas, the VCT would need to collate the information ahead of the deadline which is Monday 15th December.

TC339.25 Marketing Strategy 2026

For 2026 there would be no hard copy brochure. Partner hotels had expressed a desire to push events if given enough notice. There would be a Travel showcase event held on Sunday 11th January at the Guernsey Airport. Visit Guernsey were keen to work with Sark next year allowing them to sell 'The Islands of Guernsey'.

The committee have reduced the print media spend for this 2026 to focus on digital. The new map would include advertising. The paid advertising options had been agreed with options for all business and NGOs. There would be a new digital brochure. There would be a downloadable version and online interactive version.

The intent would be to tie together branding across various platforms. There had recently been a viral Facebook post that was at around 85000 hits. The paid campaigns would be used more cohesively next year.

TC340.25 Events & Experiences

There were planned for next year such as a metal festival. There were options as to how to advertise events on the website considered. Events were also being shared with local media. The committee considered ways to include more islanders and organisations in these events. There would be more stamps launched next year. There were events being planned for Easter next year with the VCT coordinating.

TC341.25 Infrastructure & Accessibility

The committee received a progress update on finger signs. The functionality of QR codes would be checked. There was a report that one didn't work. Transport options on Sark to improve accessibility needed consideration.

TC342.25 Sustainability & Stewardship

The Committee were considering ways to encourage more sustainable choices.

TC343.25 Community & Business Engagement

The VCT were looking at ways to collaborate with local businesses. The committee were keen to do a public meeting in the style of the workshop held in Guernsey. Groups to be split around the room with questions. One member of each group then presenting to the room once discussed.

TC344.25 Funding & Data

The Data protection people would be visiting again in Feb 2026. There was the suggestion that VCT could do first aid at work training through St John's Ambulance. There is a Food hygiene qualification available online. There were some funding options regarding Year of the Normans events that needed to be looked into.

TC345.25 Action Planning & Next steps

The maps would need to be finalised and then ordered. A suitable timing for the public meeting needed to be found, then arranged. The advertising sheet needed to go out to business. Representatives from Herm planned to visit Sark 28th November.

TC346.25 Next meeting date – Thursday 27th November

The next meeting was due to be held Thursday 27th November, with IOSS representative invited.

TC347.25 TC337.25 Invoices to approve

Everyone viewed the invoices. The invoices were signed off as correct.