

TOURISM COMMITTEE

Summary of Minutes of the Meeting held on Thurs 6th November 2025 at 5pm in the Assembly Room

Present:

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

Also:

Jenni Robinson (JLR) - CSO

TC309.25 Apologies:

TC310.25 Invoices to approve

There had been several invoices approved by email before the meeting. Everyone viewed the invoices. The invoices were signed off as correct.

TC311.25 Minutes and matters arising from meeting 15th September & 10th October

Everyone had read the minutes and they were signed off as correct.

TC312.25 Family First 2026 Advert artwork

The artwork was viewed and approved.

TC313.25 Tourism Management Board Workshop follow up

The event was structured in a way that could be translated into a Sark context. It was hoped a similar structured event with businesses and stakeholders on Sark could be useful.

TC314.25 Catering business update

This was ongoing.

TC315.25 Accommodation complaints

One of the complaints had been resolved. Other complaints were ongoing.

TC316.25 Marketing Strategy 2026

This was on the agenda for the meeting next week to discuss with VCT. Sustainability and accessibility appear popular themes for 2026 marketing strategies.

TC317.25 Travel Showcase Guernsey Airport Sunday 11th Jan 2026

Unfortunately the event was on a Sunday with no day trip available. IOSS was happy to represent Sark as they would be attending. There was a discussion regarding some promotional display items that could be sent over.

TC318.25 Exploring Partnership Opportunities with Sark Tourism in 2026

There had been some responses from this email.

TC319.25 Sark brochure and map 2026

The plan was to do a A2 map that folds up to A6 with map and advertising panels on.

TC320.25 Update from guides visit

The visit had gone well. There would be another visit planned in May 2026. Accessibility was a topic discussed during the day. The guides were unaware that mobility scooters were available for rent through the VC.

TC321.25 Printing

The printing issues at the VC had been resolved. The donated printer was operational. More ink had been ordered. The media packs will need printing before next season.

TC322.25 Annual report to Chief Pleas

This would be required by the 15th December if being included for Christmas Chief Pleas.

TC323.25 Advertising requests

There had been several advertising requests dealt with over email since the last meeting.

TC324.25 Accommodation/Catering documents

These documents had been sent over from the VC for review.

TC325.25 Catering permits

The forms were due to go out soon. There was a discussion regarding inspections and qualifications.

TC326.25 Map sign

The sign had arrived and was being stored at the VC. There was an intention to install it early spring next year.

TC327.25 Signs – query from the Douzaine

There had been an email from Douzaine regarding the erection and maintenance of warning signs, direction signs and signposts. It was deemed appropriate to retain responsibility for the directional signs and sign posts. The warning signs were deemed responsibility of Douzaine.

TC328.25 France TV visit - update

It had been arranged but unfortunately the weather had been bad preventing the visit.

TC329.25 Opportunities for French collaboration discussed

Heritage, music and food connections were discussed. There was also been an approach for connections with the school.

TC330.25 Tour Operator visit

The committee would be hosting a tour operator at the end of the month.

TC331.25 Le Seigneurie gardens email

There had been an email informing that the gardens were closed and that the toilets were not public toilets.

TC332.25 Herm Collaboration – possible visit 26/11/2025

There had been contact with Herm. Herm and Sark had similar issues with overnight stays. The committee intended to look into any possible collaboration.

TC333.25 Website translation

There had been an email with suggestion of adding some cultural story telling elements to the website.

TC334.25 Brittany Ferries scheduling

There had been contact with ferry providers regarding scheduling.

TC335.25 Next meeting date – Thursday 13th November

The next meeting date was set for Thursday 13th November.