

TOURISM COMMITTEE

Summary of the Meeting held on Thurs 24th July 2025 at 5pm in the Assembly Room

Present:

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

Also:

William Spooner (WS) - SOO
Jenni Robinson (JLR) - CSO

By Invitation: Guernsey Post (via Teams)
By Invitation: Guernsey Literary Festival (via Teams)

TC200.25 Apologies:

Everyone was present.

TC201.25 Stamps

The committee discussed the upcoming stamp launch with representatives from Guernsey Post. The Tourism committee offered support and suggestions. The provisional launch date would be 27th Aug for the commemorative stamps and then the 7th Sept. It was explained how and where they sell the stamps. It was explained that they do issuing related to population size hence two per year for Sark. The committee were asked about future ideas and anniversaries that could coincide or features from the committee. The committee provided some ideas.

TC202.25 Guernsey Literary Festival

The committee discussed Literary Festival options that could work on Sark. Venues, capacity and logistics were discussed. Previous attending authors have brought up a writers retreat option, that could be suitable for Sark. Relevant authors and connections to Sark were discussed. How to approach authors and licensing requirements were discussed.

TC203.25 Minutes an matters arising from meeting 10th July and 16th July

The committee discussed the progress of the current recruitment process. Sark Youtube and the initial setup was discussed. The committee were provided an update on the water test results. The committee were provided an update regarding the Sauna proposal. It was suggested putting something in the next trade mailer to encourage premises to display the maps.

TC204.25 Ferry timetables and Sark Shipping offerings

The committee had contacted Sark shipping with the suggestion of a meeting to discuss. The committee would contact the carters and those operating the private charters to get input.

TC206.25 Chief Pleas Newsletter

The committee decided that yes they would put something into the newsletter.

TC207.25 Sarnia Update

The committee discussed how this information could go on the website, under a partners tab. It was suggested that a invite to be featured could be placed below the Sarnia information for other hotels.

TC208.25 Facebook campaign Direction, Timeframe, Reach and Spend

The committee had asked for various prices and was waiting to hear back.

TC209.25 Invoices to approve

The committee all viewed the invoices. They were signed them.

TC210.25 Sark Radio

The committee confirmed that Sark radio is a Sark tourism initiative.

TC211.25 Landmark Trust

This had to be rolled over to next meeting due to time constraints.

TC212.25 Follow up on French proposal

The committee viewed the proposals, it was suggested opting for the Facebook and Instagram offering for now and holding off on the rest until a more suitable time. The committee agreed to go for the Facebook and Instagram offering now.

TC213.25 Community Pound/Block chain tokens

This had to be rolled over to next meeting due to time constraints.

TC214.25 Adonis path email

The committee discussed the email regarding the Adonis path

TC215.25 Filming pack

The information from the email response received was read out. Sark does already feature, there are no charges and the committee could ask for changes and updates.

TC216.25 Translation and accessibility options- website

The committee suggested opting for the Wix, once complete they could then ask Ellen Groves to review it.

TC217.25 2027-Year of the Normans

This was ongoing.

TC205.25 Catering business email

The committee discussed the available options regarding the Catering business email.

TC220.25 AOB

The committee would like information advertising Sark to go out to Yacht clubs. The committee discussed the new Hi res map had just been emailed. There were some suggestions for Fief day.

JR left the meeting.

The committee discussed the Sweedish group visiting in September and had some suggestions to facilitate logistics.

The committee discussed Rock the Rock and the Sheep Race this year.