TOURISM COMMITTEE

Summary of the meeting held on Thursday 24th September 2026 at 5pm in the Assembly Room

By Invitation:

Sarah Hudson (SH) - Treasurer

Present:

Natalie Tighe (NT) – Chair
Helen Plummer (HP)
Nick Moloney (NM)

Also:

Jenni Robinson (JLR) - CSO

TC273.26 Apologies:

Jolie Rose (JR) - Deputy Chair

TC274.26 Budget

The budget was discussed with the following areas covered

- accommodation and catering permits
- temporary catering permits
- mobility scooter hire
- moorings income
- water tests
- Merchandise
- business advertising
- map stock
- finger signs
- VCT
- Print advertising
- Digital campaigns
- Coordinated campaigns with other islands
- Boat capacity
- QR codes around the island
- The impact of the budget on the Sark Tourism industry was considered.

TC275.26 Budget Chief Pleas papers

The deadline for the budget papers was 20th October. The information from the Committee was required as soon as possible to get budgets ready and determine required tax levels.

The fee increase paper would need to be included in the budget.

TC276.26 2027 Tourism Strategy

This was discussed as part of the budget.

TC277.26 Digital Service review

A digital service review document had been received. The review was considered.

SH left at 6.20pm.

TC278.26 Mobility scooter purchase

The VC had four mobility scooters but there was only ever three hired out. The VC had sent through a request for another. The current usage levels were considered. The purchase was considered.

TC279.26 Signage

This was discussed earlier in the meeting.

TC280.26 Tourism App

There had been mention of an app being created for tourist purposes and there had been a meeting to discuss.

TC281.26 Mooring booking system

A trail of the software had been requested.

TC282.26 Exit survey

More responses were being received. Some stickers had gone out to be put up. Some stickers would need to go on the boats.

TC283.26 Sark Pamphlet

This item was deferred.

TC284.26 Inspections

This was being scheduled for the winter. It needed to be discussed with the VCT.

TC285.26 Topic specific resources for tourists

This item was deferred.

TC286.26 Photo permission request

There had been a request for to use a photograph. Permission had been granted.

TC287.26 Solo Sark stay email

There had been an email from a travel writer who would be on Sark at the end of October.

TC288.26 Sark Sirens FB page

There had been a suggestion regarding their Facebook page.
They currently had a WhatsApp group.

TC289.26 Camino de Santiago

This item was deferred.

TC290.26 Minutes and Matters arising from 3rd September

Everyone had read the minutes. The minutes were signed off as correct. The summary was approved for publish on the website.

TC291.26 Invoices to approve

The invoices were viewed and signed off the invoices.

TC292.26 RAMS template

This item was deferred.

TC293.26 AOB

The visiting tourist group were discussed. They had raised a lack of public toilet facilities but were happy to pay for use of business toilets. There was an update on the Stamps for 2027. Information regarding the Norman connections to Sark had been provided. Other Sark social media account posts were discussed.

TC294.26 Next meeting date – 15th October

The next meeting is scheduled for Thursday 15th October.