

TOURISM COMMITTEE

Summary of the Meeting held on Thursday 6th August 2026 at 5pm in the Assembly Room

Present:

Natalie Tighe (NT) – Chair
Helen Plummer (HP)
Jolie Rose (JR) - Deputy Chair
Nick Moloney (NM)

Also:

Jenni Robinson (JLR) - CSO

TC221.26 Apologies:

None

TC222.26 Minutes and Matters arising from 23rd July.

Everyone had read the minutes. The minutes were signed off as correct. The summary was approved for publish on the website. The exit survey posters and stickers were discussed. The tourism sponsorship opportunity was considered.

TC223.26 Invoices to approve

The invoices were viewed and signed off as correct.

TC224.26 2027 Tourism Strategy

This item was discussed at the end of the meeting. A first draft for the 2027 strategy document had been provided. Currently the draft was mainly an advertising strategy, further development of the strategy was considered.

TC225.26 Accredited Guides

The accredited guides scheme was discussed.

TC226.26 Shop account T of R

The Shop account TofR were discussed.

TC227.26 Visitor centre location

An alternative location for the Visitor centre had been suggested. The Douzaine had been asked at the previous meeting and they were content. This would need to be discussed with the VCT.

TC228.26 Catering Law – Food and Feed guidance note

Guidance documents had been drafted and were being reviewed.

TC229.26 Repealing Catering (Sark)(Amendment) Law, 2014

The email regarding repealing The Catering (Sark)(Amendment) Law, 2014 had been recirculated. The law would have extended The Catering (Sark) Law, 1988 to cover food consumed off site. The law was never enacted and since then Sark enacted the European Communities (Food and Feed Controls) (Sark) Ordinance 2019.

TC230.26 Inspections

The permit renewal letters were considered. A schedule for inspections spread over the winter months was considered. The intent was for the inspectors to complete CIEH Food safety level 3.

TC231.26 Topic specific resources for tourists

The idea for topic specific resources which could once complete be sold in the VC was explained. The idea would be to improve knowledge of topics, an example of the quantity and varieties of butterflies on Sark was provided. Some topics are already well covered by books available in VC, like windflowers.

TC232.26 Tourism app

A Conseiller had sent through a link for the new Guernsey app. It was explained that it had been looked at in the past. The purpose and mechanics of a possible Sark App were considered.

TC233.26 Camino de Santiago

The progress and plans for Camino de Santiago were explained.

TC234.26 Signage

Suppliers had been contacted and one had provided samples. The number of signs and current state were discussed. The VCT could conduct a sign 'survey' in September to provide accurate information on requirements.

TC235.26 Guernsey's Business Community event – 28th September till 1st October

The event and current attendees were discussed. Sark Tourism would look at options to send a representative.

TC236.26 RAMS template

The document had been recirculated but not everyone had had time to review.

TC237.26 Importance of luggage labelling

There had been an email sent out by the VCT reminding accommodation providers to inform their guests to use luggage labels. Some had responded to say they do. Some had attempted to source labels from IOSS. Some had informed guests to use any label which had caused some confusion. It could be added to the next trade mailer to remind people. Suggestion that the VC could have stock of luggage labels.

TC238.26 Michaelmas Chief Pleas Papers

The increase of fees paper was discussed. More regular small increases were deemed better than the large increase of 2008, 2021 and then 2025.

TC239.26 Budget

A previous suggestion made to the Committee was for a booking system for the moorings. Options would need to be looked at for next season. The process of the budget was explained. Factors that may impact the tourism budget were mentioned.

TC240.26 Visitor centre – winter opening times

The options for the winter hours were discussed with covering

- Various office based tasks
- Social media content
- Boat times
- Meet and greets
- VC workstations

TC241.26 Accessibility app for website

An accessibility audit on the website had been completed. Improvements had been made, further improvements were being trialled.

TC242.26 Visit by small ship

There had been an email requesting anchorage information, it was suggested this could be added to map.

TC243.26 AOB

Businesses not being open when expected was discussed. Collaboration with businesses was considered. The general island capacity for visitors was considered. It was reported there would be a dark sky event next October. The Observatory and how people book visits was considered. The shoulder months were the best time to visit the Observatory with increased darkness and more to see.

TC244.26 Next meeting date – 3rd September

The next meeting was scheduled for Thursday 3rd September. The VCT were to be invited to the next meeting so a meeting would need to be scheduled ahead of 3rd September.