

TOURISM COMMITTEE

Summary of the Meeting held on Thursday 25th June 2026 at 5pm in the Assembly Room

Present:

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

Also:

Jenni Robinson (JLR) - CSO

TC165.26 Apologies:

Mary Nicolle (MN)

TC166.26 Public health Committee

There was a discussion around where this element was best placed. The Committee had been provided with various options. The 'Public Health' element of the Committee should go back to PDG to arrive at next steps. PC had been asked to write a piece for the newsletter.

TC167.26 Minutes and Matters arising from 21st May and notes 4th June
The minutes were read out. The minutes from 21st May were signed off as correct. The summaries were approved for publish. The notes from the meeting 4th June were signed off as correct.

TC168.26 Invoices to approve

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

TC169.26 Sark Accredited guides

This was still waiting on clarification regarding insurance. There had been about 15 people who had shown an interest.

TC170.26 TofR for Tourism Shop account

This item was deferred to next meeting.

TC171.26 Cruise ships arrival procedure

The Visitor Centre had sent through some information but this was yet to be reviewed.

TC172.26 Visitor centre staff hours

A meeting with the VCT was being arranged.

TC173.26 Gate Gouliot Headland email

A resident had sent an email to the Douzaine. It had been forwarded to the Tourism Committee. The landowner had already repaired the gate and the resident had been informed.

TC174.26 March 2026 accounts

This item was not covered due to time constraints.

TC175.26 Complaints

The complaints had been responded to. Some of the complaints were with regard to pricing. The prices should be clearly displayed under The Liquor Licensing (General Provisions) (Sark) Ordinance, 1979.

TC176.26 Trade mailer

The next trade mailer content was considered.

TC177.26 Press/tour operator visits feedback

This was deferred to the next meeting at GT met with the operators and would be able to provide feedback.

TC178.26 Cruise Ship Excursions – Product development

There had been an email from IOSS who had met with their cruise agent who had suggested opportunities for walking tours, active excursions, combined experiences and multiple excursions. There had been reports of businesses being ready to offer cruise passengers services and the passengers being advised not enough time. Consistent messaging with the cruise excursions was being looked at.

TC179.26 Guernsey Harbour doors advert

The Guernsey Harbour doors advert was discussed and would need adding to next years advertising budget.

TC180.26 Visitor economy workshops

There was a discussion around doing another workshop later in the year. The previous workshop was discussed with contributions for a range of individuals.

TC181.26 Meeting with Manche Ilse

An update on the research into approved ports status was received.

TC182.26 Inspections

Inspections of all food businesses were considered. At the moment Guernsey Environmental Health arrange inspections as under The European Communities (Food and Feed Controls) (Sark) Ordinance 2019 but do not share information on these with Sark. The VCT could

conduct inspections under The Catering (Sark) Law, 1988. Random inspections were also considered.

TC183.26 Tourism accessibility page – Sark assistance contact

Information for the accessibility page of the website had been drafted. IOSS had now included accessibility information on their website directing queries to the Visitor centre.

TC184.26 Tourism Strategy for 2027

Work on a Tourism Strategy for 2027 had been started.

TC185.26 Exit Survey

There had been one more submission to the survey since the last meeting. Suggestion that this could be pushed on rotation.

TC186.26 Food and Feed effect on Catering Law

The Food and Feed legislation had effected the administration of The Catering (Sark) Law, 1988. A guidance note had been drafted.

TC187.26 Future Sark

The remaining Future Sark events had been deferred until later in the year.

TC188.26 AOB

Festivals, events and volunteers were discussed. The mechanics of organising an event or festival on Sark were discussed. Sark Sheep race would be stopping after this year, which could impact prescription charges if no other event filled its place and function. The letters received by events and charities from IOSS were discussed. Merchandise for VC considered. Preparation for 2027 season considered.

TC189.26 Member of Tourism Committee

Possible options for a replacement member of the Committee were discussed.

TC190.26 Meeting schedule

The office had suggested that swapping the Douzaine/Tourism meeting schedule to once every three weeks.

TC191.26 Next meeting date – Thursday 2nd July

The next meeting was scheduled for Thursday 2nd July. The VCT had been invited.