

## **Tourism Committee**

### **Summary of the Minutes from the meeting held on Thursday 15<sup>th</sup> May at 5pm in the Assembly Room**

#### **Present:**

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

#### **By invitation:**

Mike Locke (ML)

#### **TC114.25     Apologies**

Everyone was present.

#### **TC115.25     Sark Radio and/or podcast**

ML and the Committee discussed the possibility of doing a monthly ‘Sark Hour’ on the Alderney-based radio station ‘Quay FM’.

There was also some discussion on a Sark You-tube Channel or similar where people could post Sark videos.

**ML left the meeting at 5.30pm**

#### **TC116.25     Minutes and matters arising from meeting 1<sup>st</sup> May**

#### **Matters on-going:**

- a) Guernsey Environmental Health
- b) RAMS template

- c) Finger Signs
- d) Teams Meeting with Visit Guernsey about cruise ship visits

**NT signed off the minutes as correct.**

#### **TC117.25 Website Advertising**

The Committee agreed to continue to charge for website advertising for 2025 but would review for 2026.

#### **TC118.25 Senior Visitor Officer Recruitment**

The Committee agreed that they would defer the recruitment of a Senior Visitor Officer until after the summer. They discussed recruiting a junior 'meet and greet' person who could cover some hours at the Visitor Centre, meet visitors arriving in Sark at the top of the Harbour Hill and also gather social media content for the summer and possibly longer.

#### **TC119.25 Landing Tax for people given free travel on Sark Shipping**

The Committee agreed that Tourism would pay landing tax for any journalists and other visitors who are given free travel to and from Sark by Sark Shipping.

#### **TC120.25 Meeting with Karel Harris from Sarnia Hotels**

The Committee agreed on a time to meet with Karel Harris from Sarnia Hotels.

#### **TC121.25 Social Media advertising**

This had been covered in item TC118.25

#### **TC122.25 IOSS – luggage policy**

The Committee would discuss this at their next meeting with IOSS.

### **TC123.25 IOSS – radio competition**

IOSS and the Committee were looking into running a joint competition on Island FM. They were waiting to hear back from Island FM on costs and suggestions on how the competition would work.

### **TC124.25 Media packs**

The Committee had arranged with IOSS that Media packs for journalists would be handed out when they collected their tickets from the Office in Guernsey. This would give them the opportunity to look at the information on the way to Sark rather than on arrival.

### **TC125.25 Coast Magazine Advert**

The Committee approved the new advert for Coast Magazine.

### **TC126.25 Sark's Big Picnic**

The Committee discussed a date for the Big Picnic event. NT would draft a trade mailer to be sent out to businesses inviting any that were interested in taking part in some way to get in touch.

### **TC127.25 Bailiwick Boat Charters proposals**

Bailiwick Boat Charters had been approached by Hand-picked Hotels to offer activities including island-hopping. IOSS were also in discussions with Bailiwick Boat Charters about how they could work together.

### **TC128.25 Norman Week**

The Committee discussed a suggestion from Conseiller Frank Makepeace that Sark run a 'Norman week'. The Committee agreed it was a fantastic idea, and noted that it had already been considering ways to celebrate Sark's links with Normandy. However, it felt that running a week of Norman activities would need a lot of planning,

research and organisation and would need to be considered carefully before being committed to.

#### **TC129.25 AOB**

##### **a) Publishing of summaries of minutes**

The Committee agreed that they would like a summary of the minutes from their meetings to be published on the website.