

TOURISM COMMITTEE

Summary of the Meeting held on Thursday 3rd September 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

TC245.26 Apologies:

None

TC246.26 Minutes and Matters arising from 6th August.

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

It was agreed to send a member of Sark Tourism to the Island FM business club event.

TC247.26 Invoices to approve

The invoices were viewed and signed off as correct.

TC248.26 2027 Tourism Strategy

This item was left to the end of the meeting. The first draft of the Tourism Strategy has been completed. More information resources were being incorporated into the strategy.

TC249.26 Accredited Guides

An email would go out to the interested parties. A guidance note was being drafted. The booking process was considered. Any guides operating their own tours would not be insured through the island policy.

TC250.26 Shop account T of R

The Shop account TofR were discussed.

TC251.26 Catering Law – Food and Feed guidance note

The Committee were awaiting a response before finalising the guidance.

TC252.26 Repealing Catering (Sark)(Amendment) Law, 2014

This item was deferred.

TC253.26 Inspections

This item was deferred to the next meeting, to discuss with the VCT.

TC254.26 Topic specific resources for tourists

SocSerc had been helpful by providing possible topics and information. Further research was ongoing.

TC255.26 Tourism App

An app had previously looked into but this was to be revisited. A resident had also informed a member of the Committee of their intention to create an app.

TC256.26 Camino de Santiago

The process and requirements for being a start point on Camino de Santiago were explained. There was due to be a press release going out regarding a pilgrimage. There would be a 'passport' document which would then get stamped on the island. There was a suggestion to ask one of the potters to create a scallop shell. Suggestions were made for useful contacts to provide information.

TC257.26 Signage

The new mooring signs were discussed. Options for replacement finger signs had been sought. It was suggested that sample signs could be taken to tourism workshops. The current signs were discussed, with the VCT undertaking a sign survey.

TC258.26 RAMS template

This item was deferred.

TC259.26 Mooring booking system

The current placement of the moorings was considered. The test of the booking system was yet to be arranged. Moorings equipment was considered along with placement on the website.

TC260.26 Patient transfer enquires email

It was suggested that a meeting with all parties would be useful. There was confusion regarding whether or not it was a private business. The accessibility information on the tourism website was only meant to inform regarding assistance at the Harbour. The use by visitors and residents were discussed. A response to the email was discussed.

TC261.26 Tourism sponsorship opportunity

This had been covered earlier in the meeting. The only contribution would be items for the gift bags.

TC262.26 Complaints

There had been a complaint received by the VC but it had been resolved by the time the VC responded to the person.

TC263.26 Visitor accommodations advertising without an accommodation permit

There had been a report of an accommodation being advertised without an accommodation permit. The penalty for not having an accommodation permit was discussed.

TC264.26 Exit survey responses

The current survey responses were viewed. It was hoped that more would respond.

TC265.26 Budget Chief Pleas papers

The paper regarding the fee increase would need to be part of the budget.

TC266.26 Budget

The information gathered was considered. There would be a chairs meeting next week to consider budgets. The digital service review was explained.

TC267.26 Visitor centre

The current Sark tourism roles were explained. The facilities with the VC were considered. The digital vs office tasks were considered.

TC268.26 Stamps 2027/2028

The option for a photography competition had been pushed to 2028 to allow enough time.

TC269.26 AOB

Sports such as swimming were discussed and how these activities could be advertised. The intent was to set up a Facebook group which would be used to advertise. This could allow visitors to join swimming activities. The Visit Guernsey Ambassador scheme was explained. Carriage drivers and licences were discussed.

TC270.26 Next meeting date – 24th September

The next meeting was scheduled for Thursday 24th September. One member will attend on teams.