

TOURISM COMMITTEE

Summary of the Minutes from the Meeting held on Thursday 10th July 2025 at 5pm in the Assembly Room

Present:

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

Also:

Jenni Robinson (JLR) - CSO
William Spooner (WS) – SOO

TC182.25 Apologies:

Everyone was present.

TC0183.25 Minutes and matters arising from meeting 26th June

Everyone had read the minutes and NT signed off the minutes as correct.

TC184.25 New Tourism Role

The committee discussed the rotas and wages. The committee discussed the probation period, uniform, priorities and management structure.

TC185.25 Invoices

The invoices were discussed. The committee discussed ways to improve how tourism invoices were handled.

TC186.25 TV Advert

The committee discussed the advert. The committee decided on a budget. The committee discussed where the advert would be targeted. The committee discussed the advertising with the current boat situation.

TC187.25 Ellen Groves

The committee were awaiting the information from Rosalie.

TC188.25 Facebook campaign Direction, Timeframe, Reach and Spend

The committee had been provided images but would like more details.

TC189.25 Sark Youtube

The committee discussed the process of setting up a Sark Youtube channel. The committee discussed how they would be responsible for content and comment moderation. The committee suggested that this could be a job for the new team member once in position.

TC190.25 Brochures and Maps

The committee discussed the ordering requirements. The committee discussed the costings.

TC191.25 Non Chief Pleas Member

The committee suggested the possibility of advertising for those with suitable experience. The committee suggested it could be better to just invite those with suitable experience to appropriate meetings only.

TC192.25 Trade resource information

This was discussed as useful information to get out to those that needed it.

TC193.25 Dixcart to La Coupee Path name

The committee was informed that this path was called Le Pondent, meaning the drop in French. The committee discussed the change of name could erode Sark heritage unnecessarily.

TC194.25 Water tests/accommodations

The recent accommodation inspections and water tests were discussed.

TC195.25 2027-Year of the Normans

There was no current update for this item.

TC182.25 AOB

The committee discussed a Saunia at the Harbour which had been suggested by a resident. The committee discussed possible other locations for the exhibition. The committee discussed the recent French visit and twinning progress.

The committee discussed the Sark to Jersey race. The committee discussed possible future contacts and projects.