



SHAFTESBURY TOWN COUNCIL

Visitor Experience Advisory Committee group

Minutes of the Visitor Experience Advisory Committee group held in the Council Chamber, Town Hall, High Street, Shaftesbury Dorset SP7 8LY on Friday, 04 May 2018 commencing at 10AM.

Members Present

Elaine Barrett
Anne Giberson
Steve Keenan
Pam Cruikshank

Keri Jones
John Parker
Angela King
Sue Clifford

Absent:

Peter Ryley and Janet Swiss

Officers Present:

Claire Commons, Town Clerk
Brie Logan, Business Manager
Zoe Moxham, Office Administrator

In Attendance:

Councillor George Hall (Lead Councillor for the Visitor Experience)

MINUTES

Public Participation

No members of the public were present

N01 Apologies

Apologies were received from Peter Ryley and Janet Swiss

N02 Terms of reference

Signed copies of the Terms of reference were collected in. Section 5 on the ToR document relates to the copyright statement. As the BVTDC are managing and supporting the marketing aspect of the VE it was requested that the statement be amended accordingly.

Action : Amend statement in the ToR accordingly (BL)

N03 Advisory Committee Members for 2018/ 2019

The election for the Chair and Vice-Chair took place and Keri Jones was unanimously voted as Chair for 2018/ 2019 and Anne Giberson was unanimously voted in as Vice-Chair. All members for 2018/ 19 are as follows:

Chair	Keri Jones	Independent Journalist
Vice Chair	Anne Giberson	Chair – Shaftesbury and District Tourism Association
Committee Member	Elaine Barrett	Chair – Gold Hill Museum
Committee Member	Janet Swiss	Gold Hill Museum
Committee Member	Peter Ryley	Chair – Abbey Museum
Committee Member	Steve Keenan	BVDTA Member & Travel journalist
Committee Member	Pam Cruikshank	Chair – Snowdrop Festival
Committee Member	Angela King	Open Spaces Group
Committee Member	Sue Clifford	Open Spaces Group
Committee Member	John Parker	Tree Group/ Open Spaces Group

N04 Feedback from the signage exercise

Sue Clifford presented the feedback from a recent Town Centre navigational signage exercise that was completed. The presentation created a wide debate and the feedback is detailed on a separate report. (This report will be developed in to an action plan and this will be reviewed on a regular basis at the VEAC meetings)

It was agreed that a recommendation is made to enable the Grounds team to support (as trained personnel) to clean the Town Centre signs in advance of the tourist season starting. (agreed by ROSE 15/5 – date of clean TBC)

N05 Key areas of focus for the VEAC group

In February 2018 a list of visitor related opportunities was debated. This list was reviewed by the VEAC and it was agreed that a short/ medium and longer term action plan be created. (please refer separate draft action plan)

N06 Draft Visitor Survey

A draft visitor survey was compiled (based on actions from March meeting) and agreed that completions would take place over the tourist season (June to end of August). 5 amendments were needed and the survey is currently being updated and will be sent to the VEAC members upon completion.

N07 Shaftesbury USP

At the March 2018 meeting a discussion took place about the need for a USP to drive the Shaftesbury Visitor experience. The USP agenda point gave the group the opportunity to reflect on the USP that was muted at the March meeting. It was unanimously agreed that the USP generated by Pam Cruickshank becomes the Town's unique slogan. A press release has subsequently been distributed to media partners.

N08 Feedback from the Stonehenge/ Brush Factory Visitor experience

Elaine Barrett presented an update on the both experiences and shared the benefits of visiting both Stonehenge as a corporate and commercial experience versus the more personalised, professional and engaging Brush Factory experience.

N09 Next steps

Next informal meeting is on Friday 8th June 2018 at 10AM

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There being no further business, the meeting was closed at 12:10pm.

Signed

Date