

Report to the Board of Directors

from the Managing Director, Will Myles

20th September 2018

Introduction

The purpose of this document is to collate and reports the relevant operational and strategic elements of the Visit Isle of Wight Limited activities.

It will be formed of the following different sections:

1. Matter arising from the previous board meeting
2. HR and team issues impacting on the organisation
3. Website and Voluntary contribution sales YTD
4. GDPR and IT
5. Travel Press and PR impact / report
6. IOW / Industry Press and PR impact / report
7. Access fund projects
8. Website statistics and development
9. Brand Marketing activities
10. Campaign Marketing activities
11. Social Media
12. BID activities, funding and 2018 / 19
13. Visitor Information Centre
14. Finance and governance

This report will offer a 2018 Quarter 3 perspective up to and including **31st August 2018**.

1.0 Matter arising from the previous board meeting

- 1.1 The tourism statistics dashboards for Q1 (solus) Q2 (solus) and an amalgamated Q1 & Q2 dashboard have been attached to the MD Board reports dropbox file for all board members to have sight of, they have also been uploaded onto the VIOW Industry website www.visitwightpro.com.
- 1.2 A redacted version of the MD's report to the board has been created and has been uploaded onto VIOW's Industry website www.visitwightpro.com
- 1.3 Going forward it has been noted and put into place that the BID activity figures referred to throughout the report and in financial planning will be the net amounts received and not the gross amounts received by IOW Council
- 1.4 Regarding the ongoing Financial processes at VIOW, the MD would like to inform the board that matters are progressing in line with the report and recommendations that were taken at the last board meeting.
- 1.5 The Chairman of VIOW continues to inform the MD that his retirement date is looming at the end of 2018 and a process needs to be adopted to move forward, this will be an agenda item at the board meeting.

- 1.6 The MD's Island wide roadshow dates relating to the BID and BID Levy payers involvement has been put in place and the full list of dates can be seen on the VIOW Industry website www.visitwightpro.com, the dates will also feature on a 6 monthly BID update document that will be delivered with the new Year 3 BID invoices.

2.0 HR and team issues impacting on the organisation

- 2.1 The One-to-One individual sessions continue to be rolled out across the team, they continue to be very well received, this process is continuing to be based on an operational model, once 2018 / 19 KPI's (Key Performance Indicators) are set alongside the new budgets and campaigns then KPI monitoring will come into place, which will strengthen our performance and alongside that our HR performance.
- 2.2 A new Financial Controller has been appointed into the organisation on a part-time basis, but at a much higher level of responsibility than the previous member of staff. This will allow for more financial robustness; their skill set will allow external accounting systems to be brought in-house with much more skills being available to support the MD in the finances and reporting of the organisation. It will also decrease the reliance on external accountants.
- 2.3 The organisation has also invested through HTP into a young person's training and development through an apprenticeship scheme. This is a positive move showing that we are investing in young people into the tourism sector whilst also allowing support in the Visitor Information Centre and across the Access fund projects.
- 2.4 Things are settling down across the team as they are devolved more responsibility and are empowered to carry out their roles without every decision requiring sign-off, it is anticipated that this process will be an on-going process but will reap benefits for VIOW.

3.0 Website and Voluntary contribution sales YTD

- 3.1 The website sales and voluntary contribution income continues to be a challenge, but as previously stated in the last report, there are certain organisational factors that have contributed to this. Therefore, the focus should be on bring in the last of the activity for 2017 / 18 but with a renewed focus moving forward for the 2018 / 19 period.

Web Sales YTD:

Year	Income Generated
1 st September 2017 to 31 st August 2018	£33,273.24
1 st September 2016 to 31 st August 2017	£31,149.21

Web Sales Q3:

Year	Income Generated
12 th June 2018 to 31 st August 2018	£14,020.82
12 th June 2017 to 31 st August 2017	£21,548.30

Actual web sales for 2017/18 will be **£35,451.74** as we are awaiting £2,178.50 from invoices raised in the 2017/18 financial year.

Voluntary Contributions YTD:

Year	Income Generated
1 st September 2017 to 31 st August 2018	£14,342.51
1 st September 2016 to 31 st August 2017	£13,864.56

Voluntary Contributions Q3:

Year	Income Generated
12 th June 2018 to 31 st August 2018	£4,307.50
12 th June 2017 to 31 st August 2017	£3,866.80

4.0 GDPR and IT

4.1 Just to put the GDPR impact into perspective for an organisation like VIOW, listed below are the activities that the team have been involved in to ensure the compliance of the organisation under the GDPR regulations. It has involved the following tasks from 12th June 2018 to 31st August 2018:

- Finalised Data Map which shows all the personal data we hold at VIOW.
- Dealing with 3 deletion requests that have been submitted through our cookie policy on our consumer website.
- One to one meeting with new members of staff.
- Informing staff about storing their data on the shared Public Drive and password protecting spreadsheets.
- Review privacy wording for all paperwork.
- Chasing organisations to sign the Contractor Processor Agreement
- Finalised the record of all systems that VIOW use to ensure they are GDPR compliant.
- Checking consent wording for the Red Squirrel Bike Hire forms.
- Reviewing the survey personal data and liaising with staff about this data on Survey Monkey.
- Liaising with New Mind regarding adding a new detailed cookie message on the website to cover the external banner adverts and Facebook adverts.
- Checking whether we need to update the cookie policy on the consumer website following the new cookie message.
- Liaising with New Mind to export all those consumers who have consented on the new consumer website GDPR forms.
- Liaising with New Mind to delete historic consumer and business contact details from the DMS.

This is by no means an exhaustive list, but it tells us that even though the VIOW team is not large, this type of activity has to be completed and has an impact over the organisation.

4.2 With the introduction of the new Financial Controller the IT hardware has now been added onto the Asset register and fully taken into consideration in the organisations accounting system going forward.

4.3 The VIOW IT server has been upgraded and installed to ensure it is GDPR compliant

5.0 Travel Press and PR Impact / report

5.1 This element covers 'known' coverage throughout the three-month period, and it should be noted that the values given are based on information currently available. Advertising equivalent value (AEV) and publicity value information for international, some regional publications and on-line coverage is not always available.

Value of National/international print and on-line media:	£1,377,945.30
Value of local media coverage	£9,076.00
Total	£1,387,021.30

Compare this with **£423.597.18** for the same period in 2017 this shows a massive year on year (YOY) increase comparison

The cumulative Year to Date (YTD) figures show a similar trend, which has to be seen a positive impact on the overall perception of the island as a travel and holiday destination

Jan to 31 st August 2018	£ 3,370,176.15
Jan 2017 to 31 st August 2017	£ 2,738,514.99

This clearly show a YOY comparable increase of **£631,661.20**

A full list of the coverage is available if required.

5.2 During the Quarter 3 period the following media visits took place and their value and coverage will be felt later in the year, which will be reported at later board meetings.

- Antonia Windsor, UK Travel Writer – Bear Hunt
- Simon Ward, LoveExploring.com – IW Festival/destination piece
- Sean Mallen, Canadian Travel Writer (via VB Canada) – Queen Victoria's 200th anniversary
- Emma Kemp, blogger for Love Outdoors: Solent – IW Bear Hunt
- Clare Lush, MyTungbridge Wells – IW Bear Hunt
- Harriet Whiting, Selfish Mother, Motherhood LDN – IW Bear Hunt
- Liz Seabrook, Lodestars Anthology – Haven Hall
- Bernadette Fallon, Dilse Radio, destination piece (SE audience, affluent Asian ABC1s)
- Louise Clarke, Mumofboysandmabel – family-friendly blogs/social media
- Gabrielle Nathan, MadeforMums review
- Cathy Winston, Mummytravels
- Al Ferguson, TheDadsNetwork

5.3 In addition to the specific press work undertaken and facilitated, the press team have also taken part in other activities:

- Escorted group of travel agents from Euromax Thailand/Thai Airways.
- Proactive and reactive contact with TravMedia, and other media organisations.
- Proactive and reactive contact with IW tourism businesses.
- Hampshire Top Attractions – supply event info for newsletters.

- Regular enquiries from national picture desks for images for features/round-ups
- Follow-up contact with journalists following their visit.
- Press release: What’s new and happening on the Isle of Wight.
- Press release: IW hits top 50 beaches (Simon).
- Vectis Ventures – supplied info about coverage for this year.
- Press packs for BBC Countryfile live show
- IW German Twinning Assn – Coburg Town Marketing/Coburg Radio visiting the Island in September.
- TSE press release – Christmas events sought.
- Liaise with VE Press team on events info etc.

6.0 IOW / Industry press and communications impact / report

6.1 Local / industry press communications especially linking with BID levy payers across the island is a priority for the organisation and has been given its own focus, as this is an important route to market locally and with our BID levy payers.

6.2 The YTD (1st Jan till 31st August 2018) local AVE is valued at – **£116,196.43**

The specific Q2 (1st June till 31st August 2018) local AVE equates to - **£9,076.00**

To enable Media outlets to consume your messages more easily internal creation of content has been adopted by VIOW, therefore the number of pieces of Audio circulated YTD – on average 3 clips of audio per story, approximately 11 stories - 33 separate pieces of audio.

The topics that were covered in these stories are as follows:

- Isle of Wight top 50 beaches
- Jungle Heights opening
- German Film Crew visit
- Ryde Carnival wins popular vote
- Visitor numbers
- Heart Interview – busy summer
- Wave 105 interview x 2
- Cowes Week interview – BBC Radio Solent
- Wight In Bloom - nominations
- Bus Pass scheme
- Sandown Hotel Fire

The YTD number of Industry e-mails sent out from 1st January 2018 till 31st August 2018 YTD - **33**

Number of Industry e-mails sent out to the industry Q3 (1st June till 31st August) – **10**

Number of topics / stories covered for YTD – **120**

Number of topics / stories covered for Q – **40**

The overall sent rate for the industry newsletter –was **1300** pre- GDPR and now it is **982** – This drop off was to be expected as there is a majority of BID levy payers who use personal e-mail address for their business and must opt-in, it is being addressed.

Delivered rate – **99%**

Open up rate – **36%**

Click through rate – **6%**

Additional; work in this specific area covers:

- Meet the local press – Isle of Wight County Press, IW Radio, On The Wight, IW Chamber of Commerce, Vectis Radio
- Industry Website updates
- Quality In Tourism BID Levy payers special offers page
- Accessibility Panel press and PR

7.0 Access fund projects

7.1 This project operates on a different reporting calendar year to the rest of VIOW, this is because of DfT & IW Council KPI's and project management of the Sustainable Travel Access Fund and the full budget was allocated and met the KPI's as required.

With the introduction of the new Visitor Projects manager a similar management but more focused approach has been employed, this can only be seen as a positive move.

The highlight results were as follows:

7.2 1A Tourism Business engagement

To date, more than 1,207 bus journeys have been made using the 90 Southern Vectis key cards that are in circulation. This has recently topped up 10 cards with credit and are receiving excellent feedback from customers. There are a further 10 key cards to distribute and a lot of interest has been received from accommodation providers.

Two familiarisation trips are booked in for Monday, 17 September where participants will experience the BoRo beach bike. Discussions are also taking place to organise a steam railway trip and a walking event.

The Green Star scheme is being reviewed and a new database is ensuring that activity is being tracked more effectively.

Creation of a catalogue of content for the Travel Ambassador Facebook page is being created to enable enough scheduled posts ready to turn the focus of the page towards sustainable travel rather than the Visitor Information Centre. This medium currently has 2,386 likes with a target of 5,000 by the end of March 2019.

7.3 1B Destination Walking and Cycling

The Bicycle Island research programme includes a survey which asks participants how their cycling experience on the Isle of Wight has impacted their cycling habits at home. The first phase of the survey will be live until the end of September and is targeting visitors as soon as they finish their bike rides on the Isle of Wight. The second and

third phases of the survey (promoted to the same respondents) will be carried out later in the year to capture any behaviour change.

The survey is being promoted at two cycle operators (Wight Cycle Hire and RouteFifty7), as well as accommodation provider Norton Grange. It has also been advertised on Facebook, within the Visit Isle of Wight consumer survey and to customers who hire e-bikes from the Guildhall.

It has also been agreed that PID 1BA will contribute funding towards the Visit Isle of Wight Slow Guide project which will promote walking on the island.

7.4 **2E Travel Ambassador Volunteers and Traineeships**

The team are continuing to follow up on leads and open new discussions with businesses that may be willing to host traineeship and work experience placements. August has been a challenging time due to schools and colleges being closed for the summer and tourist businesses being at their busiest.

A meeting with the Head of Travel and Tourism at the Isle of Wight College has taken place to discuss opportunities for students to get involved in both work placements and volunteering roles in the tourism sector for 2018/19.

Visit Isle of Wight has taken on an apprentice following a successful traineeship.

A campaign to re-launch the volunteering programme will take place throughout September. Roles have been separated into Travel Ambassador, Events Assistant, Social Media Content Creator and Visitor Information Assistant to provide more clarity to both the volunteer and the business or organisation. We will approach local organisations such as 1Leisure and the ferry companies to source incentives for volunteers.

We have also approached the Isle of Wight Volunteering Centre for support and will continue to liaise with them to promote our opportunities.

8.0 Website statistics and development

- 8.1 The Visit Isle of Wight website should be and is the main “Call to Action” (CTA) for all our campaigns, be they Brand or Tactical, that is why a massive amount of effort is being focused at the current website and the information that it provides.

There is an argument that all content should live on the website in a digital format and that all printed material should be “phased out”, whilst this point of view is the way forward, VIOW is not quite in the position to take that leap of faith right here right now, although it should be the long-term aim.

- 8.2 The website statistics speak for themselves and are detailed within a separate more comprehensive report which has also been uploaded for information and attention.

The demographics tell a similar story YOY and it continues to be a larger majority of female searches YOY

Since April 2017 the trends have shown the increase of the use of mobile devices to initiate the search with desktop 2nd and tablet 3rd choice. This continues to be the case. A full report on all web statistics is available for perusal and comment.

8.3 **Website development**

This project is a potential major development area for 2019 and beyond as we try to ensure that our VIOW website is fit for purpose. However, decisions cannot be taken lightly and we need to consider the needs, wants and usage of our customers and industry partners alike. Therefore, there are currently 2 separate research proposals in the VIOW domain to look at the UX of our current website. These are quite expensive pieces of research and will be instigated early in December when funding becomes available.

The fundamental question has to be is the website functional, inspirational and what our customers want and until the research is carried out and reported back into the operational team it will remain as is, with the current low level, but critical updates taking place.

9.0 **Brand Marketing activities and impact**

9.1 The off-island brand marketing of the island is seen as a critical part of increasing the brand awareness and website traffic to the island. However, during the main summer season this activity is reduced quite dramatically as the main thrust is for the key Easter and Summer drivers.

Q3 activities in this area are primarily research, review and profiling for 2019, which is currently taking place.

A very full report on the Brand marketing activities, creatives and target market mapping is available.

10.0 **Campaign Marketing activities**

10.1 **Website**

Our digital content is currently under review. Duplicate web content is being removed from visitisleofwight.co.uk to streamline the site and make it easier for people to find the information they need. A strategy has been set in place for managing future provider content in a way that avoids duplication and this is being implemented.

More consistent with blog posting and encouraging providers to submit blogs is continuing

Team liaison on walking and cycling content with the Visitor Travel Project Manager to ensure that the content is clear and easy to access has been carried out to ensure route maps are now easier to find for users.

10.2 **E-Newsletter**

The GDPR saw the VIOW e-newsletter list culled from 58k subscribers to 6.8k when GDPR came into force at the end of May.

04/09/18 - the list now stands at 12k.

A key number of new subscribers come from Pure Island Happiness (print) request forms.

A competition led campaign is currently running encouraging people to enter and to sign up to the list.

10.2 **Recent and ongoing projects**

2019 Isle of Wight Walking Festival

Warner Leisure Hotels have agreed sponsorship of 10k for the 2019 festival.

Dates will be 4th – 19th May and this will be announced week starting 17th September.

Initial meetings held with Mountbatten about Walk the Wight which will be 12th May. They would like to work more closely to ensure that key Walk the Wight messages are consistent.

We're Going on a Bear Hunt

The final Bear Hunt Adventure weekend at St Helens Duver was 8/9 September. Helen Oxenbury was also on the Island that weekend to see the NT event and sign books at Waterstones.

National Trust reported that overall numbers for the Bear Hunt Adventures Weekends was 1500 over the year.

The Isle of Wight Literary Festival Youth Zone 19th – 21st October

This event will feature showings of the Bear Hunt films and the NT will be running a shorter Bear Hunt Adventure in the grounds of Northwood Park. We met with the Literary Festival and confirmed our support of the event by working with Walker Books and Lupus Films to supply authors. Helen Oxenbury will be 'in conversation' and Joanna Harrison (film producer) will be running workshops.

Slow Guide to Wight

VIOW has been awarded £6812.00 from IWC Sustainable Transport Fund for the 'Slow Guide to Wight'. We applied for 10k and the shortfall will be made up from existing Access Fund budget. Work has started on the research for this project.

(This project will create a user friendly, content rich selection of new seven walking itineraries on the Isle of Wight that can be accessed digitally, either as a precursor to visiting or when on the Island.)

The itineraries will be written by respected, well published walking travel writer; Mark Rowe and include route info, accommodation, food and drink, attractions and the work of local artists and crafts and food producers. They will feature sustainable transport methods – bus, bicycle, walking, train and ferry and will include more anecdotal and insightful 'vignettes' of local residents/craftspeople/food producers etc thus creating detailed, authentic content that can be shared socially.

The information will be accessed via a website and Google maps.

The creation of the routes ties into the slow travel movement – visitors choosing experiences over sights and quality over quantity and feeds directly into Visit Britain’s quest for authentic travel experiences.)

Pure Wight Adrenaline leaflet (8.5k copies) have been distributed in October Coast magazine (subscribers only).

The Isle of Wight was promoted at London Pride and IW Pride with a flyer with the CTA ‘Win a short break for two on the Isle of Wight.’ 15k print run.

VIOW attended IW (UK) Pride with a stand.

A campaign plan for Autumn 2018 has been created and have started to implement this via web content and social media posts.

Planning for 2018/19 BID Year

We have made significant progress in developing a new umbrella creative approach for the Isle of Wight. This was presented at the Marketing Panel meeting the input from panel members is being collated and will be used in the next stage of its development.

11.0 Social Media

11.1 The Visit Isle of Wight social media channels are becoming more and more important in the marketing mix and for the engagement with our target markets. Recent research has identified that this media channel is so important that businesses ignore it at their peril. Visit Isle of Wight focuses its efforts on Facebook, Twitter and Instagram with a strategy of informing and engaging with its followers. In addition to posts and engagement, boosting posts, advertising and sponsored links to similar market segment are proving fruitful.

From August 2017 to August 2018 FB likes have increased by **3.73%**

Engagements have increased YOY by **92.48%** over the same period. There are two reasons for this; increased paid reach in 2018 and a change in the Facebook algorithm in Jan 2018. The algorithm now favours engagement and the VIOW strategy has been to respond to this.

Total reach has increased due to the increased budget for paid posts.

VIOW has gone ‘live’ at attractions and beaches this summer – the beach ‘live’ event was by far the most popular in terms of reach and engagement. Going live gives attractions an opportunity to share their product with a wider audience (subject to 4G signal).

Ongoing Social Media activities until 30th November 2018

To use Instagram for UGC. Over the summer trialling of Instagram takeovers have taken place, when another Instagram account ‘takes over’ @visitisleofwight. The most

successful of these has been with @thedadnetwork where the audience grew by 271 followers in a two-day period; usually it's 30 to 40 followers.

This takeover strategy will continue to be developed based on learnings. The right takeover is a key way to increase followers and get to the 'Swipe Up' point of 10k followers. When Insta users can 'Swipe Up' it will be easier to share IW content.

Focus on engaging is the strategy going forward as much as budget will allow. This is on comments on our posts and with other accounts.

Boosting popular organic posts with a small budget (£20) continues also

The following statistics show the gains that have increased over the past year, especially on engagement.

Instagram 2018

	Followers	Reach	Impressions	Likes	Comments	Engagement Rate
January	5200	53224	109704	8750	191	17%
February	5400	49069	98410	8958	199	19%
March	5616	56317	125694	10882	311	20%
April	5879	48157	86887	8342	207	18%
May	6108	60718	104795	9200	193	15%
June	6394	63366	119018	9650	274	16%
July	6697	71114	181772	10886	225	16%
August	7656	81418	196871	12130	436	15%

Follower numbers have grown by 33.3% since January 2018.

Focus on UGC; sharing other people's posts of photos that use the #pureislandhappiness hashtag and which will appeal to our audience.

Twitter 2018

	Followers	Impressions	Engagements	Engagement Rate	Paid Impressions
January	12873	382136	7542	2.0%	180384
February	13008	298965	6801	1.7%	
March	13231	398812	8328	2.1%	
April	13414	331453	5218	2%	
May	13559	356651	5278	1%	
June	13670	305449	5340	1.7%	
July	13868	345700	6110	1.8%	
August	13924	356520	6187	1.7%	

Twitter 2017

	Followers	Impressions	Engagements	Engagement Rate
January	11000	321000	5394	1.4%
February	11200	295000	4535	1.2%
March	11300	279000	5400	1.4%
April	11500	255000	4761	1.4%
May	11600	300000	5254	1.4%
June	11900	353000	7430	1.5%
July	12091	300000	6006	1.5%
August	12255	399000	6044	1.4%

From August 2017 to August 2018 TW followers have increased by 11.9%
 We proactively engage Twitter users in conversations about the Isle of Wight.

Facebook 2018

	Total Likes	Total Engagements	Total Reach	Total Organic Reach	Total Paid Reach
January	34721	38872	565592	259977	309909
February	34879	40298	273083	262570	1141
March	35960	79507	682215	423614	270008
April	36090	24416	254555	169543	17825
May	36234	28083	449055	156313	309653
June	36450	34378	219248	164494	7537
July	36800	53116	299346	249783	39871
August	34721	38872	565592	259977	309909

Facebook 2017

	Total Likes	Total Engagements	Total Reach
January	30066	3893	63294
February	30574	2171	29432
March	30814	1905	24507
April	31319	2310	37232
May	32047	3751	46405
June	32365	3630	105,813
July	32880	3821	42,210
August	33426	2925	30,008

From August 2017 to August 2018 FB likes have increased by 3.73%

Engagements have increased YOY by 92.48% over the same period. There are two reasons for this; increased paid reach in 2018 and a change in the Facebook algorithm in Jan 2018. The algorithm now favours engagement and VIOW SM strategy has been to respond to this.

Total reach has increased due to the increased budget for paid posts.

12.0 BID activities, funding and 2018 / 19

12.1 The BID activities are quite specific and form a core part of Visit Isle of Wight's strategies going forward. The following information is key.

Original number of BID levy invoices issued is **1,246** businesses

Number of businesses taken to court to secure the debt – **92** businesses, so **7.38%**

Number of businesses who are subject to collection enforcement – **36** businesses, so **2.88%**

Total amount of monies collected and delivered to VIOW YTD for Year 2 - **£455,853.83**

Total YOY comparison of monies collected YTD - **£404,244.57**

Engagement with levy payers who do not have webpages continues by sending reminders and emails where possible. Those who have not provided email contacts have been written to on numerous occasions but still do not engage.

Brief timeline of the 2018 / 19 BID process.

Programme for Year 3

Bills will be issued	18th September 2018
Instalment due	20th October 2018
Reminders issued	19th November 2018
Summons	14th January 2019
Court Hearing Date	11th February 2019

Bills have been sent out 19th September 2018 from Isle of Wight Council. E-bill requests have also been sent out also.

13.0 Visitor Information Centre

13.1 The operating ethos of the Visitor Information Centre has until now been a "break-even" approach, however it is felt that this part of Visit Isle of Wight could be developed to increase revenue, to increase and enhance the Visitor experience on the island. There is potential for this location, both financial and to support the visitors' attractions and experiences on the island. Going forward the Visitor Information Centre will have increased support from the Financial Controller who has a great deal of experience in this area

- 13.2 The current figures continue not make the best reading, however it is felt that this will alter under different stewardship. This process is currently underway.

YTD 2018 Gross figures for the shop up to and including 31st August 2018 - **£9049.25**

YOY Gross figures comparison for the same period in 2017 - **£13,567.30**

Current stock level held by VIOW - **£2795.24 (ex VAT)**

No. of visitors 2018 YTD - **18,146**

Total No. of visitors 2017 – **24,934**

YTD Museum numbers up to 31st May 2018 - **1981**

YOY comparison of Museum numbers - **1966**

Products requested: Walking, Cycling, books/leaflets/guides souvenirs, information, attractions/discounts, cheap gifts/inspiration

Potential activities to increase sales within the VIC:

- Bike promotions (bike & bite)
- Ticket sales (Comic con/lit fest)
- Robin Hill/Blackgang Chine - pop up shop
- Adventure Activities - pop up shop
- pop up shops for English Heritage (Osbourne/Carisbrooke castle)
- Guided walks - Autumn
- New stock/new souvenirs
- Indoor markets (farmers/IOW goods)

14.0 Finance and governance

- 14.1 When appointed to the position of Managing Director, it was with a key focus of financial processes and stability. This has been the focus going forward and will continue to be so for at least a further 6 months.

Visit Isle of Wight have employed a part-time highly qualified Financial Controller who commenced work on 20th August 2018 and already the impact of her employment has been felt throughout the organisation. This can only be a positive move. A full list of objectives has been set and this will be worked through during the final calendar quarter of 2018, which is also the start of the new financial year.

Having previously reported of the imminent introduction of Xero, an on-line accounting system, this has now been superseded by the actual introduction of Sage, which will bring much needed clarity to the accounts and finances of the organisation. The project to fully implement Sage will take approx. 3 months and during that period the current structure around the continued use of Bright Brown for monthly accounts will be phased out, this will also include the return to in-house payroll in due course.

Currently the audited accounts of the organisation are being finalised, there are a few items that need clarification, and this is being taken forward by the MD and the Chair of the Finance and Remuneration Group, once this has been completed then these audited accounts will be circulated to Board members for final sign off prior to uploading at Companies House. Once complete then the next audited accounts for the financial year 2017 / 2018 will commence, this work will be tasked to Bright Brown as a final parting project as their intricate knowledge of the current system is very high.

It is felt that under the current regime Visit Isle of Wight, with some additional monies, still to be realised during 2018 is in a good financial position and will remain so with stronger processes and management. This will only continue to grow stronger under the MD's lead with the strong support and lead of the Financial Controller.

The full June and July management accounts and cashflow are available for scrutiny and will support these statements.