

VISIT ISLE OF WIGHT – MINUTES of BOARD MEETING**Held on 13th December 2018, at The Spinnaker Hotel, Bembridge**

Present: Alan Izzard, The Miclaran
Ashley Curzon, IoW Council (observer)
Kay Pakes, VIOW (KP)
Lee Hudson, Red Funnel
Lesley Yates, VIOW
Marino Zanti, The Needles
Martin Bullock, Inns of Distinction
Mike Haslin, Cheverton Copse Holiday Park
Rachel Randall, HTP Training College
Richard Tyldsley, Southern Vectis (RT)
Rob Holgate, Vectis Ventures (RH)
Sally Beston, The Snowdon Hotel
Simon Dabell (Chairman), Visit IOW (DB)
Sue de Vere, Vernon Cottage
Tom Honeyman Brown, Tapnell Farm
Will Myles, Managing Director, VIOW (WM)

Apologies: Adam Watson, Brading Roman Villa
Clive Tilley (Vice Chairman), Wightlink (CT)
John Allen, Self-catering Association, Winter Gardens
Neil Chapman, Hover Travel (NC)
Wayne Whittle, IoW Council

The Chairman, Simon Dabell (SD), opened the meeting at 1400, following the presentation of a retirement gift to him.

<u>No.</u>	<u>Item</u>	<u>Action</u>
1.	<u>Apologies</u> SD offered apologies from board members unable to attend. SD sought confirmation that all members had access to the board papers in Dropbox. This was confirmed by those present.	
2.	<u>Minutes of last meeting and matters arising</u> 10.1 Package Travel Directive: a guidance sheet has been drafted by the ferry companies and Hovertravel and is currently being checked through by legal parties before being issued.	CT/NC
3.	<u>Introduction of new Strategic Partner Director</u> SD introduced Lee Hudson to the Board as the new director representing Red Funnel on the Visit Isle of Wight board. The board welcomed him.	

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4.	<u>Finance Report and matters arising</u> (RH/LY)	
4.1	LY referred to the finance pack of board papers and explained in detail the income and expenditure figures. Variances to budget were explained and a cashflow forecast provided. LY advised that the first tranche of BID money had arrived and that VIOW had a healthy bank balance.	
4.2	LY stated that she was happy with the controls that were now in place and that RH will report back to the board on the checks he makes via the Finance and Remuneration committee.	RH
4.3	Discussion was held around what type of financial reports the board wanted to see going forward. It was agreed that a simple, high-level report was required for board meetings with more detailed financial information available on request.	RH/LY
4.4	WM confirmed that VIOW would be changing their accountants as soon as accounts were filed and that meetings with potential replacements had already been set up in his diary.	WM
4.5	The board requested that VIOW accounts be available for review on the pro-website.	WM
4.6	WM undertook to send the 2019 budget out to the board when finalised.	WM
5.	<u>MD Report</u>	
5.1	WM stated he had added an executive summary to his report and that his report was taken as read.	
5.2	WM reported that the Crown Court case had been deferred until 11 th March 2019 in order to allow the perpetrator time to pay back the monies before sentencing.	
5.3	WM advised that a team development day had recently been held at the Garlic Farm, where the team came together with their vision, mission and values for VIOW. WM commented that he felt the team were developing well.	
5.4	WM updated the board on press and PR coverage, advising that it is up £1m, year to date, on last year.	
5.5	WM reported that the Visitor Information Centre were the proud recipients of a bronze award at the Beautiful South Awards, held in Brighton earlier this month. He stated that receiving the award was an indication of the hard work the team put in and that it was rewarding to receive recognition for it.	
5.6	SD added that the Visitor Information Centre and the Museum fall under VIOW responsibility and despite the hard work VIOW put in, they are a financial challenge and really need a more commercial approach, which WM will be reviewing in the New Year.	WM
6.	<u>Marketing Activities 2019</u>	
6.1	A powerpoint presentation was shown to the board on the 2019 Marketing Campaign. In essence, it is a more commercial, targeted approach which challenges perceptions and invites you to discover the Isle of Wight.	
6.2	The first Twixmas campaign is a 400,000-postcard door drop in targeted areas of the UK. To support this, SWR have offered free posters at their stations for a 6-week period over the Twixmas period.	
6.3	WM reminded the board to use the Toolkits on the pro website to feed into their respective campaigns, thus creating a 'Brand Isle of Wight', a central theme to run through everybody's marketing next year.	
6.4	<u>Marketing Advisory Panel:</u> SD stated that since the BID, the panel had been extended to consist of anybody from the BID levy payers who wish to contribute to the VIOW marketing strategy; however, this format is not working as intended as it does not help to provide VIOW with a marketing plan. The board were asked	

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	for their thoughts on the future format of this panel. Discussion was had and the consensus was that the focus needed to change, with more marketing workshops being held which are interactive and generate ideas. A new chair person for the panel is required and a revised format should be put in place for 2019.	WM
7.	<u>Events Panel Update</u>	
7.1	WM updated the board on funding provided for out of season or new events; IslandCom received some funding. All Wight Now received funds; Spectrum festival deferred; Dimbola – Iconic Bowie deferred; Walking Festival funds approved. Pride 2019 and a new Jack Up the 80's (November).	
7.2	The overall budget is £40K, of which £20K has been issued/allocated.	
7.3	WM advised that he had had a meeting about developing wildlife tourism on the Island, which he felt was a great opportunity. An Isle of Flight festival (bird watching) is being considered along with AONB input.	
8.	<u>Accessibility Panel update</u>	
8.1	RT advised that he and WM met with Tourism for All about trying to sell and promote what the IoW can offer in terms of accessibility. RT is also working alongside Isle Access (Jan Brookes) and stated that it was important to make the definition between VIOW not being involved in improving accessibility but here to sell what we have already got. There is a huge £12bn industry that IoW should be tapping in to.	
8.2	The Accessibility panel are putting together a promotional package to sell what IoW can offer by visiting the accommodation providers, the attractions, etc., to find out exactly what individual establishments can offer, such as, you can actually get a wheelchair on the chairlift at the Needles.	RT
8.3	The panel is also working on putting together some itineraries/guides of what visitors can do, i.e. come over on the ferry, use all the buses, where you can stay, everything you can do that is accessible.	RT
8.4	The panel are working in collaboration with Jan Brookes who is looking at grading establishments so that they can be advertised accordingly.	RT
8.5	WM stated that VIOW has changed the font of its website so that it is easier to read.	
8.6	WM met with Chris Veitch (government champion on accessibility) and he is will be writing some blogs for VIOW to go on the website. He will also be linking in with Euan's Guide and has also organised a Disabled Access Day in March next year.	
8.7	The cost of crossing the Solent was raised and general discussion was held. SD advised that VIOW had a very strong interaction with the infrastructure task force, who look at IoW transport and requested that the board have a separate Solent Crossing discussion.	ALL
9.	<u>Board Member Elections – update and next steps</u>	
9.1	WM advised that the levy payers election process had closed and produced 18 nominations for the 2 vacant board member places. A voting process had been held (via Survey Monkey) and the 2 successful nominees were David Bailey (English Heritage) and Peter Vail (IoW Steam Railway).	
9.2	SD proposed that these 2 nominees be invited to join the VIOW board. The board unanimously agreed.	
9.3	WM to inform the nominees and announce outcome of election process along with completing the mandatory Companies House information.	WM/KP

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10.	<u>Chairperson recruitment update</u> WM advised that the job advert for the Chair vacancy was closing on Friday 14 th December and that there were 17 applications to date. Shortlisting will take place next week with interviews being held early in the New Year (IoW Council will be an observer at these interview).	
11.	<u>A.O.B</u>	
11.1	<u>Vice Chair Continuation</u> : SD stated that everybody should be electable and confirmed that CT had been vice chair since VIOW's formation. SD recommended that CT should remain as vice chair until the end of 2019, after which due elections could take place. The Board agreed.	
11.2	<u>AONB Steering Group Tourism Sector member</u> : WM stated the SD currently sits on this steering group, from both a tourism perspective and an overall interest in what AONB do. The team at AONB have requested that WM take over when SD retires. WM asked the board if they wanted him to accept this role. Discussion was held and it was decided that as VIOW have an operational interaction with AONB anyway, it should be the new chair should who takes up this role.	WM
11.3	<u>Council Planning Document</u> : RH advised that this document had been uploaded to the website for consultation. SD stated that VIOW would be making a formal response.	WM
11.4	<u>Brexit Planning</u> : Continuity planning is being done at the IWCC at the moment, looking at the greatest risks and mitigation. Should IoW businesses be looking at a similar risk assessment i.e. impact on visitors, supply chain, labour force, ferries, Southampton/Portsmouth ports. WM to speak to chamber of commerce.	WM
11.5	<u>Green Credentials / Responsible Tourism</u> : THB suggested that 'Green Credentials' should be an agenda item at all meetings. Further stating that there is an opportunity to market IoW as a 'Green Island', which is the ethical way forward, appealing to the urbanites, the young, the adventurers, etc. It is aspirational and an untapped market. WM to consider how to push out a 'Green' message (Green Star / Bus Cards).	WM

WM wished it to be minuted that on behalf of VIOW, WM offered a huge 'thank you' to SD for everything he has done during his tenure with the organisation.

Next Meeting on 21st March 2019 at IoW Steam Railway

Meeting closed at 1600