



ISLANDS' TOURISM AND BUSINESS PARTNERSHIP LIMITED

Company number: 08047403

Minutes of a general meeting of the Islands' Tourism and Business Partnership Limited (the "**Company**") held at the Church Hall, Church Street, St Mary's, TR21 0JT on Thursday 10th October 2019 at 11am.

PRESENT:

NAME	POSITION
Gail Sibley	Member
Anne Hall	Member
Oriel Hicks	Member
Ek Humphries	Member
Jeremy Phillips	Member
Karen Phillips	Member
Hannah Walder	Member
Sonia Fletcher	Member
Arthur Miller	Member
Katharine Sawyer	Member
Laurie Wilson	Member
Val Thomas	Member
John Peacock	Member
Jeremy Brown	Member
Valerie Burton	Member
Joanna Greenlaw	Member
Philip Callan	Member
Sharon Sandercock	Member
Stuart Reid	Member
Euan Rodger	Member
Robert Francis	Member
Anthea Roberts	Member
Sue Hodgson	Member
Richard McCarthy	Member
Lisbet Jackman	Member
June Jones	Member
Jenny Hicks	Member
Nick Jenkins	Member
Angela Jenkins	Member
Julia Walder	Member
Carmen Stevens	Member

APOLOGIES

Kath Roe	Member
Sarah Mason	Member
Ray Jackman	Member
Philippa Taylor	Member
Kathy Stedeford	Member
Daniel Lawson	Member
Samantha Mallon	Member
Clare Pascoe	Member
Shaun Pascoe	Member
Stephen Morris	Member
Lois Morris	Member
Anna Bayton	Member
Jane Lishman	Member
Liz Lorenz	Member
Juliet May	Member
Marjorie Feast	Member
Penny Rogers	Member

IN ATTENDANCE:

NAME	POSITION/BUSINESS
Andrew Sells	Chairman
Nick Bond	Executive Director
Carolyn Garman	Employee
Maggie Wagstaff	Employee
Tammy Bedford	Employee
Serena Pettigrew-Jolly	Isles of Scilly Steamship Group
Peter Taylor	Isles of Scilly Wildlife Trust
George Teideman	Jolly Rock View
Georgia May	Independent The IOS Store

SESSION 1 10.15am -11am

Registration and coffee/networking.

SESSION 2 11am – 12.15am

1. FORMAL WELCOME

Islands' Partnership Chairman, Andrew Sells (AS), formally opened the meeting welcoming everyone to the AGM. He acknowledged that he was very happy to have been appointed Chair in February 2019. He also welcomed new IP Executive Director Nick Bond. QUORUM

It was noted that a quorum was present and the meeting would accordingly proceed to business.

2. APOLOGIES

ANDREW SELLS INFORMED THOSE PRESENT THAT FORMAL APOLOGIES HAD BEEN RECEIVED FROM MEMBERS AS PER THE LIST ABOVE.

3. APPROVAL OF MINUTES FROM AGM 2018

Andrew Sells asked if anyone had any questions from last year's AGM. None was raised. The minutes from last year's AGM were approved unanimously with no amendments.

4. THE CHAIRMAN'S REPORT

Andrew Sells delivered his report to Members. A copy of this report is available upon request from the Islands' Partnership office or as a download from www.islandspartnership.co.uk. Andrew Sells thanked Directors and the Islands' Partnership team for their work through the year.

5. APPOINTMENT OF DIRECTORS

Robert Francis, Euan Rodger and Jon May were all re-elected to the IP Board, unopposed. Further directors are being sought for the IP Board, now that restriction on number of Board Directors has been lifted.

6. THE TREASURER'S REPORT

The Treasurer's Report, was delivered by Nick Bond, Executive Director, Islands' Partnership. A copy of this report is available upon request from the Islands' Partnership Office or as a download on the Islands' Partnership website, www.islandspartnership.co.uk.

Nick Jenkins, and several other members questioned why members had not been given access to the full accounts. The IP agreed to distribute full accounts to all members via the IP weekly e-newsletter and also via a link to the members' area of the IP website (with signposting from the IP's Facebook Group).

Nick Jenkins noted the small deficit in the "filleted" accounts against a big turnover. NB responded that the IP was on target this financial year to finish with a small surplus.

7. PRESENTATION BY NICK BOND

Nick Bond, the IP's Executive Director delivered his presentation to Members. A copy of this report is available upon request from the Islands' Partnership office or as a download from www.islandspartnership.co.uk.

8. QUESTIONS & ANSWERS

Anne Ashford requested figures for Airbnb on Scilly – how much accommodation is being marketed through Airbnb and is this affecting the IP.
NB responded that Airbnb is an already an agenda item at the next IP Board meeting.

Oriel Hicks noted that there was a perception of lower visitor numbers on the islands in 2019, yet Cornwall had had more visitors. Did the IP have an explanation for this?
NB responded that he could not categorically say for sure if this was the case as he's not yet seen any figures. However, he acknowledged that discretionary spend is down and that the IP would focus efforts on raising consumer spending and consumption on island.

Oriel wondered if travel uncertainty had anything to do with it. NB suggested that until there was any market intelligence to suggest this, then that was purely speculation.

Anne Ashford wanted to know about plans for the new website, in particular improving the online booking offer. At the moment, it was frustrating customers and businesses. JP said that there had already been a review of the website and a couple of quick fixes had been made which had now gone live. He also mentioned that the IP would soon have the dedicated resource and know-how to work with NewMind (now called SimpleView) to undertake a major review of the fixes required and was confident that online booking would perform better soon. He also reiterated that the IP was having tough conversations with NewMind/Simpleview because of the perceived underperformance of the website online booking functionality.

Laurie Wilson queried why IP had opted to work with NewMind/Simpleview. JP explained that timing had a lot to do with it.... Funding for the Voucher Scheme project took a while to secure and by the time tenders were requested, not many companies could deliver within the set timeframe (ie by December 2018).

Carmen Stevens said that she was a firm believer in extending the season, which she believes should run from mid-March to end of October. She asked if any other events were being planned in addition to Walk Scilly in the early shoulder season. NB said that the IP is always welcome to ideas. He felt that there was scope for more swimming events and endurance events along the lines of "tough mudders". Members were invited to offer ideas to the IP team.

Laurie Wilson commented that while the Taste of Scilly festival in September was a fantastic food event for the islands, she felt it could have enjoyed better marketing and execution of the programme. This was noted.

Kath Roe commented that they now only open their accommodation from 1st April as they lost business in March as nothing was open and the guests complained. JP clarified that seasonal boat operators can start running boats two weeks prior to

Good Friday, so it can be an issue for guests coming in March. Seahorse licence starts early March. However, he guaranteed that St Agnes Boating, Tresco Boats and Paul Osborne on St Mary's would take visitors around the islands if they were here in March and wanted to island hop. Kath also commented about the late opening of restaurants. Noted.

Valerie Burton mentioned that a lot was made about season extension at last year's AGM. Since then many businesses closed early this season. So she asked what concrete plans were in place to make it happen? The IP said that they had brought together a "coalition of the willing" and that talks were ongoing.

Val Thomas commented that COSMOS was now a member of the IP and its Dark Skies Week was taking place in October 2020 (3rd – 10th) which should help extend the season.

The IP said it will support Dark Skies Week in October and also its own autumn Walk Scilly Weekend after Taste of Scilly. Unfortunately staffing shortages at the IP in the last 4-5 months had prevented them getting a real foothold on the season extension programme this year, but that they would continue to pursue proactively for next year.

Oriel Hicks commented that until the VAT threshold rules were changed it was very unlikely that any business would consider extending their season as it simply wasn't worth it.

Georgia May said that she thought the Isles of Scilly Pocket Maps were brilliant but commented that there was not enough details on the maps, in particular the off island maps. She felt that businesses labelled on the maps should be restricted to show only the IP member businesses. NB responded saying that the pocket maps were managed under a separate funding model to that of membership and guide advertising but agreed that the maps could be more useful in terms of navigational aids and information on places to go. NB to review how pocket map is funded and improve content. Valerie Burton said that with 4G on the islands the Scilly App also provided useful information.

Val Thomas commented that NB had already visited the off islands and seen members as well as lapsed members. She said NB had a good opportunity to re-engage some of them. AS agreed.

Oriel Hicks asked about NB's comment in his presentation about wishing to attract the younger professional market to Scilly as well as retain the older empty nesters. NB feels that there is not a lot to choose between them in terms of what they like to do and that the younger audience would be highly valuable. But he acknowledged a lot of competition for their attention.

Oriel Hicks asked if there was funding in 2020 to retain Jeremy and Tammy and the Creative Islands team. NB said that he was keen to find a way to make that happen but there was nothing set as yet. He said that Creative Islands had been an exceptionally good initiative for Scilly.

Gail Sibley asked if the IP considered Airbnb a threat. NB said he thought that Airbnb does pose an issue. However, he also acknowledged how good it was for small businesses and accommodation providers so that it was the IP's duty to work with those who use it and make sure they also contribute to the IP's coffers since they are benefitting from the destination marketing just as much as everyone else on Scilly. First and foremost, visitors are coming to Scilly for a break or holiday, then choosing where to stay and what to do.

Anne Ashford urged Nick to spend some time looking around Scilly and to get to know the place, and understand how unique it is. NB responded saying that he would be happy to serve members and his number priority was to get out and about and meet and engage with members.

Jo Greenlaw asked about the Guide's front cover for 2020. General comment that the 2019 was not liked as much as previous year as the photo could have been anywhere. CG confirmed that the 2020 cover would be an illustration.

Robert Francis acknowledged that the IP had faced many challenges in 2019 and that Carolyn Garman and Rachel Greenlaw had been working flat out to hold all the activities and marketing/communications together in difficult circumstances. He urged members to allow NB a bit of time to get to know everyone.

Anne Ashford asked what was happening to the Town Hall and also the Museum. RF said that they were both big issues and that the Council was actively seeking the best way forward. He commented that legal issues at the Town Hall had prevented some work proceeding years ago when it should have been done. The Museum has been declared not fit for purpose with lots of structural issues. He said that, at the same time as reviewing these issues, the council would also look at space for theatre and culture as well as social housing.

FINAL THANK YOU

Andrew Sells drew the meeting to a close, thanking all those present for their membership and support.

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Chairman

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(Date)