

Tourism Study Sub-Committee – 21 April 2006

Minutes of the meeting of the **Tourism Study Sub-Committee** held on **21 April 2006** when there were present:-

Chairman: Cllr T G Cutmore

Cllr C A Hungate

Cllr D G Stansby

VISITING

Cllr Mrs M J Webster

APOLOGIES FOR ABSENCE

Apologies for absence were received from Cllr Mrs M A Starke

OFFICERS PRESENT

P Warren - Chief Executive
S Rom - Economic Development Officer
H Collins - Civic & Public Relations Officer
J Bostock - Principal Committee Administrator

4 MINUTES

The Minutes of the meeting held on 28 November 2005 were approved as a correct record and signed by the Chairman.

5 BIRD WATCHING – TOURISM POTENTIAL

Paul Fisher of the Royal Society for the Protection of Birds (RSPB) had been unable to attend the meeting. It was agreed that it would be appropriate to reschedule involvement of an RSPB representative given that the Society's views on whether there is tourism potential for bird watching within the District would be key.

6 DESTINATION PRINT PROJECT AND RELATED LITERATURE

The Sub-Committee considered the report of the Chief Executive seeking agreement to the way forward for the development of the Council's destination print project (visitor guide) and related literature.

Brand Logo

Consideration was given to some sample brand logos that had been provided in tandem with the report.

It was noted that a strong visual logo can be reproduced on a number of documents and that the best logos are memorable. It was also noted that the number of colours used had implications for printing costs and that it is possible to alternate the suggested logos and wording.

Members felt that it would be appropriate for a logo to include reference to the term 'the green gateway'. Additional use of the term 'a breath of fresh air' could be appropriate for some documentation. In terms of the sample logos, there was general consensus that submission 'b' looked good and that the colour green should feature.

Destination Print Project – Design and Content

It was noted that the standard of visitor guides produced by other Essex authorities was variable. It was also noted that a professional photographer would recommend that guide photographs include people undertaking activities.

Having reviewed a number of styles, there was general consensus that it would be appropriate for a Rochford document to display the following features:-

- The retention of white space on the front page (including around the formal logo) and the inclusion of two to three pictures around a main central picture. Pictures to demonstrate the District's heritage, green and water offers (and to perhaps include Rayleigh Windmill and the lake at Cherry Orchard Jubilee Country Park).
- The standard offer to be hand size and not too thick, utilising pockets so that separate leaflets can be added as appropriate. Leaflets to include a District map.

Officers confirmed that they could proceed in developing a draft document on the basis of the above parameters, with a view to reporting into the first meeting of the Leisure, Heritage and Tourism Committee in the new Municipal Year. If printing could be achieved by the end of the year, the guide could be publicised/circulated/formally launched by March 2007. It was noted that the guide would include detail on holiday accommodation (including caravan locations) and that it could be possible to undertake the work within the existing budget – although the introduction of pockets may be a factor.

Members recognised that, in developing a guide with leaflets, the Council would be building up information about the District that could be useful in a number of arenas. It was also recognised that, whilst some authorities had very high leisure budgets, expenditure on leisure could have positive implications for wealth creation. A Member observed that a number of councils attracted visitors via the development of unique and identifiable

events, such as book/food festivals. It was noted that the front page of the Councils website would link to the tourism site.

Walks Leaflet

There is a lot of information that could be included in leaflets, including a walks leaflet. A key aspect would be the development of a standardised approach to layout/content. Members were pleased to note that tourism officers at both Maldon and Southend-on-Sea Councils had already agreed to display any leaflets produced by Rochford.

It was observed that restaurant/eating facilities within the District could well be interested in the sponsorship of a leaflet if leaflets are seen as attracting customers to the District. This is perhaps something for the future.

Officers would proceed in developing a draft walks leaflet in conjunction with the visitor guide.

The Sub-Committee agreed to recommend to the new Leisure, Heritage and Tourism Committee the design and content, together with logo design, for the Destination Print Project, as outlined above, and production of the walks leaflet, as outlined, in conjunction with the project.

The meeting commenced at 2.00pm and closed at 3.09pm.

Chairman

Date