

**1066 COUNTRY MARKETING**  
**EXECUTIVE MEETING MINUTES**  
**WEDNESDAY 13<sup>TH</sup> DECEMBER 2017**  
**HASTINGS TOWN HALL, HASTINGS**

Present:

Stewart Drew	Chairman
Mark Swift	Vice-Chairman
Andrew Ratcliff	Battle
Hugh Davie	Rye
Nik Barrie	English Heritage
Chrissie Daniels	Attractions Group
Monica Acton-Adams	Hastings Borough Council
Jane Kilby	Wealden District Council
Emma Wray	Rother District Council
Kevin Boorman	1066 Country Marketing
Jane Ellis	1066 Country Marketing
Debbie Clifford	1066 Country Marketing
Sarah Crosby	1066 Country Marketing

**1 APOLOGIES**

Tracey Ann Cook	Hastings
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**2 MINUTES OF THE LAST MEETING**

Agreed

**3 MATTERS ARISING**

European Agricultural Fund for Rural Development (EAFRD) – Donna Hall from Rother is leading on a pathways project with Jane and Debbie from Hastings, other partners will include 18 Hours and private businesses. The project is looking to enhance and develop pathways in the rural area and Ashburnham is being considered currently, linking through to the 1066 Country Walk. The project will include developing the footpath, signage and maintenance to the route. Alongside this it is hoped that Walker Hubs will be developed within business on the route along with a cultural food festival, it is hoped that Arts Council will also be secured. The expression of interest is due in mid January

Hastings Budget Review - Kevin updated the group that following a series of meetings on the review. Yesterday however, it was effectively agreed subject to formal budget sign-off in February 2018 that our 1066 contribution from Hastings was likely to remain in place for next year. Some other areas of the marketing budget has had reductions but it was agreed that further investigation was needed for 1066. There is a panel that meetings regularly and includes Brenda Mason from Rother. As work continues he will update the group, although it was acknowledged at the meeting that we are a unique partnership and other areas nationally do comment on our good relationship.

**4 AGM/Election of Local Reps**

AGM will be held on 1<sup>st</sup> February at 10.30am – and suggested that Debbie book Rye Kino. All representatives on the Board agreed to continue in their role, and following emails, everyone has been re-elected on the Board. The only vacancy was a second Attractions Rep and this has been taken by Becky Taylor from Sedlescombe Vineyard. (comment on if AGM should be called Tourism Conference – tbc) ***Post Meeting note – This has now been changed to the morning of Thursday 15<sup>th</sup> March in Rye and will be called ‘1066 Country Tourism Conference’.***

## **5 Tone of Voice**

Workshop was well attended at the DLWP. There is another meeting taking place next Monday to see how the work has progressed. It was felt that this would be a good opportunity for Blue Sail and Playne Design to present at the AGM to all members/partners.

## **6 Website**

Brief for new work has been written and it is hoped that following the budget it will be implemented from April onwards.

Most months have seen a rise, some 35-40% increase (apart from October) but also good campaigns running with Heart/Smooth Radio and SE Rail. Top landing page has been History along with Hastings, Rye and Robertsbridge Bonfire.

## **7 MARKETING UPDATE**

**1066 Update** - attached

### **Battle**

Andrew reported on:

New Events Guide out and well received

Festival held in October was successful

Late Night Shopping was held last week

Market Square/Bandstand – Town Council would like ownership and working with Jempsons to sort this – to create a tourist interactive centre – getting costings in at the moment as big ideas such as ‘meet and greet’ for coaches etc.

Covered in national papers as last bank closing in Battle – concern over losing ATM now.

There is a book to celebrate the statue which will go into the Museum

Writing competition still going well

Museum having a successful year and increased income via donations and merchandise.

Nik mentioned Cruise Partnership Dover – at a meeting it was suggested that it would be good to have a rep from 1066 on the partnership – Kevin to talk to Jane Ellis.

With regard to visitor numbers for Battle they are 10% down on last year and in October they were 40% down. Pevensey was also a similar situation.

### **Bexhill**

Stewart reported that it was agreed for the rail campaign to continue for another year and to push for night time economy.

Potentially a micro brewery coming to Bexhill

Events for 2018 include Motofest, Cycling Festival and Festival of the Sea.

Also noted that Howard is looking to have a big screen for the Royal Wedding – tbc.

### **Hastings**

Successful year with many events gone well

Noted that October was not a good month for some though and not sure reason why.

Trains seem to be an on-going issue for the area

Pier – good and bad news – with RIBA Award and then receivership. There is interest from the owner of Brighton Pier who has contacted the administrators – so waiting for further news.

White Rock Theatre – concern initially over losing this but agreed at Cabinet meeting that the contract would continue for a further 5 years.

The Source have had very good publicity they won the English Heritage Angels Award

## **Rye**

Christmas plans all in place for lights/concerts and those that have taken place have been well attended.

Rye Arts Festival – it was felt that this was on the ‘light side’ with no real ‘big’ authors or well known music performers.

Music City – Hugh happy to attend meetings etc. but no news from Melanie or Polly.

The George has now brought Rye Lodge – some concern over this.

A259 (Brenzett to Rye) will be closed early part of Summer 2018 for roadworks by Highways England – Hastings Borough Council and Rother District Council to raise issue with ESCC – Hugh to send details to Kevin.

Hugh also mentioned launch of History hit TV – online programme with Dan Snow – good coverage of 1066 and also History Masterclass website who hold around 25 events each year with good media coverage – Kevin to liaise with Jane Ellis for this.

Also noted that RDC are now managing the Rye visitor events grant inhouse, the budget available is £9,000 for new or existing visitor events in Rye and surrounds. The grant will be administered in the same way as it is in Bexhill. (Note: Battle currently use this funding towards the annual Battle marketing campaign including the town guide, events postcard and other activity)

## **Wealden**

Attractions guide being sent to print this week – currently have 89 advertisers

Meeting consultants for their Feasibility Study

Annual Tourism Conference received well so possibly holding another one – last year 70-80 attended but Jane is happy to look at a join up for this – Kevin and Jane to chat.

There will be a Cultural Conference in 2019

Sustainable Tourism being looked into – electric cars/bikes and

Green Tourism being looked into as part of ETW

## **Attractions Group Update**

Met in November and many attractions reported a good year.

Becky Taylor agreed to be second rep on Exec Board

Attractions Guide off to print soon and group asked for bigger images this time.

## **8 ANY OTHER BUSINESS**

Mark mentioned that the leaflet exchange was poorly attended

Mark also asked about partnerships like ours in other areas. This followed on to discussion around VisitKent, and others such as Cultural Coasting and TSE and SELEP but they do not work in the same way. He felt it would have been useful for forums etc. but not easy to do .

## **Rail Issues**

High Speed trains – work is underway to progress – 3 stages are needed

Physical connection at Ashford, trains that can go faster and track upgrade. This was going to take around 7-8 years but following a meeting in Ashford that Kevin attended with Amber Rudd and the Transport Minister it could be achieved in around 2-3 years. This would make the journey time of Hastings to London initially down to around 80 minutes but ultimately to 66 minutes – but a lot of work to be carried out first.

AirBnb

There are real concerns over this as they are not regulated.

Hastings and Rother are looking to commission work on the impact of this to the visitor market.

British Destinations and Tourism South East also involved.

Monica also mentioned the impact of Health and Safety, local economy, planning policy in local authority etc. Agreed to keep on the agenda for updates.

Stewart thanked all the board for their continued support and was looking forward to 2018.

He wished everyone a Merry Christmas and thanked the team for their work.

## **9 DATE OF NEXT MEETING**

Sarah to write out for 2018 dates

The meeting closed at 12.25pm.