

Destination First Board Minutes

Date: Thursday 6th February 1.30pm – 4.30pm

Venue: Department for Enterprise, 1st Floor, St Georges Court, Upper Church Street, Douglas, IM1 1EX

Board Attendees:-

Board Chair: Ranald Caldwell, Chair (RC)

Political Member: Mrs Sarah Maltby, MHK (SM)

Board Members: Deborah Heather (DH) Phil Gawne (PG) Charles Guard (CG) Jo Davies (JD) Pauline Wall (PW) Jason Roberts (JR)) Jamie Smith (JS) Scott Gallacher (SG) Mr Jason Moorhouse (JM)

In attendance: Yvette Hollows (YH) Jeffrey Robinson (JR, DOI)

Apologies: Kathy Rice (KR) Emily Curphey (EC) Ross Phillips (RP)

	Agenda Item	Papers	Owner	Actions
	Standing Items: <ul style="list-style-type: none"> Apologies – Emily Curphey, Ross Phillips and Kathy Rice who forwarded an update from Douglas the report which is attached to these minutes. Conflicts of Interest - none Hospitality / Gifts (by exception) <ul style="list-style-type: none"> RC got invited to the Awards for Excellence Minutes of previous board dated: 18/11/24 <ul style="list-style-type: none"> No comments on previous board minutes Outstanding Actions <ul style="list-style-type: none"> Bus 28: DH had a meeting with DOI Minister. There is a company looking to run IOM tours that may incorporate Cregneash and the Sound. DH and JR to meet to discuss this. JR confirmed Transport strategy results should be available by the end of Q1. MNH and DEFA, food and drink events: DfE and DEFA have now refined roles and responsibilities and where food events will sit going forward. There is confirmation that everything up to the farm gate and processing is DEFA and events and festivals will sit with DfE. DFE will be working with producers to identify what events are missing and if there is scope for anything else. SG to share a calendar of events. Culture Vannin to be advised of the events calendars. Signage in Douglas City Centre – the review is ongoing. RAP is being progressing by DOI. Further work will be required on a front-end system. Parking permits – YH to calculate how many properties this affects and share with JR. Community Ranger name – RC and YH to meet with MWT to discuss. Bridge control building. CG to outline opportunity – JR to arrange access for CG. 		Chair	<p>DH and JR</p> <p>SG</p> <p>YH</p> <p>JR and CG</p>
	COMIN Paper <ul style="list-style-type: none"> Update and mandate to continue <ul style="list-style-type: none"> Thanks to all departments for the storm efforts Feedback from the CoMin paper was positive and RC 		<p>Chair</p> <p>DH</p>	

	<p>read out the COMIN response to the group. There is an instruction to DfE to raise PR of initiative. The work should be communicated to show our progress and PR should be shared.</p> <ul style="list-style-type: none"> • DF Programme Update <ul style="list-style-type: none"> • YH to circulate with the board minutes report on Destination First programmes with ownership and expected delivery dates. <p>Signage</p> <ul style="list-style-type: none"> • Review underway with recommendations on course for Q2. • YH to pick up with TC regarding funding for signs. <ul style="list-style-type: none"> • Resident sentiment survey <ul style="list-style-type: none"> • Survey to go live – all local authorities are supportive and engaged. Initial findings by end of Q1. <ul style="list-style-type: none"> • Accessibility <p>We would like to get all the toilets mapped on Manngis. YH to investigate this.</p> 			<p>YH</p> <p>YH</p> <p>YH</p>
	<p>IOM Community Ranger</p> <ul style="list-style-type: none"> • Footpath maintenance update <ul style="list-style-type: none"> • FW gave his apologies for not attending the Board Meeting but forwarded a progress update which are attached to these minutes. • Tynwald petition paper on Footpath/PROW, Bridleways & Green Lanes will be amended to reflect IOM Community Rangers. DH and RC are meeting with DR Haywood on 10/02/25. • Prison work force up and running and undertaking tasks for DOI. • Recruitment of further volunteers has yet to start and is based on DOI operational guide along with business case for equipment funding. • RC and YH had a call with the Fix the Fells for guidance on how they operate in the UK. – Representative of DOI & DEFA will be invited on a familiarise trip to the Lake District on how their maintenance model works using volunteers. • JR advised that PE commissioners have now approved the money to spend on the landslip on the RNF. This is on the section from the Sound to Port Erin. Signage diversions are currently in place. 		FW	DH/RC
	<p>Business Agency Retail Strategy</p> <ul style="list-style-type: none"> • Scheme has been laid before Tynwald and funding of £2.3 million has been approved – 1st April • 2 types of schemes: Town Regeneration scheme – accessibility and front improvements • Local authority – access funds with an opportunity to try initiatives and increase footfall. • Open ended in its funding. Up to £50K can be approved inhouse with £100K requirement further scrutiny and approval • There will be footfall counters in the towns to get baseline data to see which initiatives are driving footfall. 		TC and RG	

	<ul style="list-style-type: none"> • Empty shop surveys – collection of information. They will be able to compare yearly statistics to identify trends. • Schemes are open to most suggestions - Encouraging community engagement, improvements visually, pride of place in the community. New Schemes to come into play in April. • Roadshows to encourage local authorities and businesses share their ideas and to align their messaging as they all have shared aim of bringing people into the towns. • Coordination of people who have the same agenda. Joined up, have an objective and working together. Lots to progress in the coming months. • JD commented it's a great opportunity to get creative and stage trails, temporary exhibitions in empty retail shop windows. 		RG RG	
	Proposed PR for Destination First <ul style="list-style-type: none"> • Commencing in Q1/25 with proposed PR Campaign to be circulated to DF Board. <ul style="list-style-type: none"> • DH advised she would like to share the good news stories and progress from the Destination First board. • Currently looking at the branding as a whole including Destination First and Cruise. • Website – new visit site focusing on digitisation and AI • We can tell our good news stories through Social Media • MNH – DH and PW discussed a possibility of a what's on committee. Agreed to discuss further. 		DH	DH and PW
	Local Authority Review plan <ul style="list-style-type: none"> • PG met with Minister Haywood and EC and they came up with an agreement of 3 questions that we would ask all authorities primarily focusing on how we can help them help us. • The LAs will shortly be going through an election so it was discussed if it would be better to visit when the new boards are in place. • PG and YH to attend a municipal association meeting to speak to clerks. SM happy to attend. 		PG/YH	YH
	KPIs <ul style="list-style-type: none"> • What measures should we used to demonstrate progress in service provision <ul style="list-style-type: none"> • RC outlined that our number one DF task as agreed with CoMIN was to provide a service development dashboard which would be reviewed by the Chief Officer. • RC to circulate email outlining requirements on what we are to deliver. • SM discussed the changing places initiative and how the provision has increased across the island. Hopefully we will see one in the Sea Terminal and the Airport next. • PW indicated that the Board should raise it's voice and champion/escalate issues that were hindering our progress in developing a service culture. SG added that we should agree what issues are holding us back bringing them into view. 		RC	All RC

	<p>Any other business</p> <ul style="list-style-type: none"> • Sea Terminal Enhancements <ul style="list-style-type: none"> • Funding has been approved to enhance the signage at the Sea Terminal. • Lightboxes in the Sea Terminal to be reviewed and updated • Summerland site <ul style="list-style-type: none"> • The site has had a tidied up since it was raised by RC and CG. and Douglas City Council - more work required with consideration of what the site could become if not to used for commercial purposes. • Snaefell Project update <ul style="list-style-type: none"> • The site lacks any thought around its appearance with considerable rubbish, fences, signs and cones that need to be cleared from the site. DOI & Railways to be contacted to address asap. • Exploring running an architects competition to create an arch and fence at the entrance to Snaefell. • Working with the Manx Peat Partnership and Ecosystem team to get their support for an appropriate path to be built up the mountain which would help stop the damage to the peat beds. • Vacant Retail Shop Window to be piloted in Port Erin. Possibility to have a Mobile Museum presentation to be circulated around various vacant sites – Concept to be scoped and discussed at the next Board • CG advised that the IOM wild guide is due to be published in the next 3 months and it is excellent. Consideration that the guide should be given to UK Press fam visits etc • Culture Vannin – year of Manx language 2026 – activities on the agenda. Visit Isle of Man are aware of this. • Archibald Knox exhibition – April through to March 2026. • 200th year of the Railways is being supported by whom ? • The Mark Cavendish cycle way planning is in progress • Leaflets <ul style="list-style-type: none"> • There was some discussion around leaflets in the Sea Terminal and the Airport. YH to explore the options to display more at both sites. • Airport Leaflet dispenser to be in place before next board meeting. • Ports <ul style="list-style-type: none"> • YH and RC had a meeting with ports to see what they are implementation to tidy up the harbours. 30 boats removed from Douglas in 2024. • Sea Wall panels <ul style="list-style-type: none"> • JR mentioned that IOM Arts Council have funded the creation of artwork in the new sea wall and is going to send the examples to RC. • [REDACTED] RC exploring options. There are 15 to install. [REDACTED] • Port St Mary are soon to launch a Dog Fouling Campaign. Proposed paper to be circulated. 		<p>All RC/YH</p> <p>YH</p> <p>YH</p> <p>RC</p> <p>DH/PW/ JD/JR</p> <p>YH</p> <p>YH</p>	<p>YH</p> <p>RC</p>
	<p>Next Meeting Date: 31st March, Milntown House, Ramsey</p>			

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Description	Owner	Due Date	Status
What measures should we used to demonstrate progress in service provision. RC to circulate email outlining requirements on what KPIs to deliver	All/RC	31/03/2025	Ongoing
Circulate a PR schedule for 2025	DH	30/06/2025	Ongoing
DH and JR to meet to discuss Bus 28 and provide update at the next board meeting.	DH	31/03/2025	Ongoing
DEFA to share a calendar of food events	SG	06/02/2025	Complete
DH and RC are meeting with Dr Haywood on 10/02/25.	RC/DH	10/02/2025	Complete
Signage in the City Centre – looking at the ones we mentioned and doing an audit on signage, some are damaged and need replacing.	KR	31/03/2025	Ongoing
Resident sentiment to commence with findings by next board meeting	YH	31/03/2025	Ongoing
Snaefell area - DOI & Railways to be contacted to address asap.	YH	31/03/2025	Ongoing
Keep Mann Tidy Campaign paper to be circulated by YH	YH	28/02/2025	Ongoing
Countryside Code Comms – to be circulated by YH	DH	31/03/2025	Ongoing
Parking Permits – pull together a summary of the issue and update figures on how many self-catering properties this affects. Share suggestions with JR.	YH	31/03/2025	Ongoing
Working with local authorities' progress. YH to arrange to attend a municipal association meeting.	YH/PG	31/03/2025	Ongoing
Review name of the Community Ranger volunteer group – YH and RC to meet with MWT.	RC/YH	28/02/2025	Ongoing
Explore running an architects competition to create an arch and fence at the entrance to Snaefell.	RC	31/01/2025	Ongoing
Promenade Wall Art	JR/DOI	31/03/2025	Ongoing
Arrival area in the Airport – YH and DH to meet with the Airport.	YH	28/02/2025	Complete
MNH and Visit events committee discussion	DH/PW	31/03/2025	Ongoing
Pick up with Business IOM regarding funding for signs.	YH	31/03/2025	Ongoing
Circulate board minutes report and Destination First programmes with ownership and expected delivery dates.	YH	31/03/2025	Complete
Toilets mapped on Manngis – explore possibility	YH	31/03/2025	Ongoing
Bridge control building. CG to outline opportunity – JR to arrange access for CG	JR/CG	31/03/2025	Ongoing
Vacant Retail Shop Window to be piloted in Port Erin. Possibility to have a Mobile Museum presentation to be circulated around various vacant sites.	DH/PW/ JD/JR	31/03/2025	Ongoing