

Destination First Board Minutes

Date: Monday 18th November, 1pm – 4pm

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) Mr Jason Moorhouse (JM)

Board Members: Phil Gawne (PG) Charles Guard (CG) Scott Gallacher (SG) Ross Phillips (RP) Jamie Smith (JS) Emily Curphey (EC) Jo Davies (JD) Kathy Rice (KR)

In attendance: Yvette Hollows (YH) Melanie Allen (MA)

Apologies: Deborah Heather (DH) Pauline Wall (PW) Jason Roberts (JR)

	Agenda Item	Papers	Owner	Actions
	Standing Items: <ul style="list-style-type: none"> Apologies – Deborah Heather, Pauline Wall and Jason Roberts. Conflicts of Interest – None. Hospitality / Gifts (by exception) – None. Minutes of boarding dated 23/09/2024 <ul style="list-style-type: none"> No comments on previous board minutes. Updates <ul style="list-style-type: none"> Next proposed meeting at Knockaloe. EC requested if we could add a team's link to the calendar invite. Outstanding Actions <ul style="list-style-type: none"> RC updated the board on the outstanding actions. YH has published the terms of reference, board member profiles and minutes on the trade site. Parking Permits - The Road Traffic Regulation Act 1985 requires any parking permit to be applied to a vehicle rather than a person or a property which makes it difficult to introduce a visitor parking permit for residential areas as this may require a legislative change. YH to pull together a summary of the issue and update figures on how many self-catering properties this affects. Bus 28 update – DH is looking into the commerciality of the service and will bring forward findings by the end of Q1/25. 		Chair	YH DH
DF 07-24 DF 08-24	COMIN Paper: For final discussion & formal approval <ul style="list-style-type: none"> YH thanked board members for their feedback and comments. EC commented that there needs to be a clear understanding of role that the board is taking. EC suggested adding a column to clearly define the work streams and who is responsible. If it is already a current focus for a department, then that department will be moving the task forward. In that case, DF could have input but the workstream wouldn't lie with the board. 		Chair/YH	

DF 09-24	<p>DF workstreams</p> <ul style="list-style-type: none"> • RC advised that if anyone wants to get involved in any of the work streams to let us know. • Countryside code – SG and EC advised they would need to discuss a coordinated message between the departments to roll out the code. • Biosphere Ranger volunteer group – SC asked if the name of the group could be revisited. <ul style="list-style-type: none"> • MA advised that the name would be more suited to a group that focused on education and stakeholder engagement rather than a volunteer programme for maintenance. Proposed IOM Community Rangers. 		Chair/YH	YH and RC
	<p>Discovery progress updates:</p> <p>Visit</p> <ul style="list-style-type: none"> • Currently moving to the Welcome Centre – the team will be in the Centre from the 5th December. • Customer service training plans are currently being discussed for sessions in the new year. This will include all front facing rolls including taxis, MNH, Airport and anyone else that wants to be involved. • In terms of Customer Service/booking platform/digital shop window, our AI MVP (minimal viable product) is with the A&G's so hopefully we can get going soon. • Marketing Symposium to be held on the 20th November. • Marketing is focusing on changing perceptions of the island and making it a year-round destination. Also conducting competitor analysis as part of this. • Top 10 in the Wanderlust reader travel awards. • Island has made the top 10 of 'UK Islands' category in Conde Nast awards. • Kiki lounge won bar of the year in the spirits awards. • Visit are the center point for getting the good messages out highlighting brilliant collaborations. <p>DOI</p> <ul style="list-style-type: none"> • Wants the board to encapsulate all the learning from the past so that we can move forward in a collaborative way. There are practical ways we can make this board work in conjunction with everyone. • Ownership of who is responsible for what areas needs to be clearer. <p>DEFA</p> <ul style="list-style-type: none"> • Food and event committee has been formed that will be producer led – more collective ownership of a diary of events and better coordination. They are in the process of identifying the initial committee and terms of reference when available will be shared. 		All	

- Peatland recovery - positive progress in our climate change obligations. The peat has degraded in places, restoration work is getting noticed internationally. It is helping flood management, and the progress videos are well received.

Local Authorities

Onchan

- By-election last week.
- First phase of the street lighting done. Second phase now being rolled out. All controlled by computer management and is a 5 to 6 year project. Reduce light pollution by using the dimming profiles.
- Governors' road finished by the end of the month.
- Laserfiche system that they use for their workflow and document scanning is currently under utilised. There could be a coordinated approach from the Local Authorities to build a system that works for them all. Currently Douglas, Braddan, Peel, Ramsey, Onchan all use it.

Douglas

- RNLI – would like a meeting with DH and RC. RC advised for his details to be passed on.
- DF meeting to present to the council – DCC are going to come back with suitable dates.
- Summerland site – concerns are being raised about the look of the site. There are proposed ideas to make it look better which Kathy would like to discuss further.
- Signage review is progressing.
- Sunken gardens – progressing with plans following feedback from the public.

Arbory

- End of November – grass is still growing which is an issue for local authorities.
- Also about to get LED lights that are computer controlled and have the ability to dim lights.
- Completed the self-audit questionnaire for Arbory/
- DOI – wonderful work in Arbory and Rushen happening. Brilliant stiles going up too in Ballakillpheric.
- Ballabeg and Colby footpath work is needed – EC advised there is an improvement scheme planned for the road.

Garff

- Municipal association – JS trying to change emphasis previously there has been a lack of focus. Hopes to get a representative from all authorities to attend.
- The Northern parishes – trying to get to work together better, amenity site causing issues.

DF 10-24	Updates <ul style="list-style-type: none"> Resident Sentiment Survey <ul style="list-style-type: none"> YH thanked the board for their input and feedback. The survey has been build on Survey Monkey so agreed timescales, distribution and next steps need to be agreed. JD advised she would send through additional notes following the board meeting. Board agreed we should send it out in January with accompanying PR. The LAs will share with all their constituents. Litter campaign <ul style="list-style-type: none"> Proposal is being pulled together by YH Eyesea – relevant authorities to report problems in the sea Members of public to get involved, be responsible and report issues. 		YH	
	Working with local authorities update <ul style="list-style-type: none"> EC would like a meeting with PG prior to meeting with the LA boards to agree messaging. The intention is to capture insights from all local authorities to further improve working relationships and to better understand who is responsible for what maintenance tasks. 		YH/PG	EC and PG
	Any other business <ul style="list-style-type: none"> Name of Group <ul style="list-style-type: none"> EC felt that the name of the group should be considered to better reflect the people living on our island. This will also help with resident perception of the DF board. It was suggested that a strapline to accompany the name would be helpful to explain the community focus. YH and RC to suggest options. 2025 Anniversary Years – a year to celebrate <ul style="list-style-type: none"> MA shared a list of big anniversaries in 2025. The largest exhibition of Archibald Knox will be launched in April 2025 in the Manx Museum. 			YH and RC
	Next Meeting Date: Future Proposed dates: W/C Monday 13 th January Future venues: Knockaloe, Sea Terminal, Douglas City Hall, Onchan Commissioners.			
	Close			

Ref	Description	Owner	Due Date	Status
	Publish terms of reference, board members and minutes on the trade site	YH	28/10/2024	Complete
	Comms needs to improve and media outlets need to also report on the positive improvements.	DH	30/06/2025	Ongoing

	DH advised there is a meeting with DfE and Transport on the 24/09/24 to discuss Bus 28.	DH	31/03/2025	Ongoing
	Conversation between MNH and DEFA on if there are any opportunities to work together on future food and drink events.	PW/SG	13/01/2025	Ongoing
	Signage in the City Centre – looking at the ones we mentioned and doing an audit on signage, some are damaged and need replacing.	KR	13/01/2025	Ongoing
	Volunteer Biosphere ranger workforce – expand the paper	YH	28/10/2024	Complete
	Pull together a schematic on how a new front-end system for report a problem could work.	RC	13/01/2024	Ongoing
	Resident sentiment questions	YH	13/01/2025	Ongoing
	Keep Mann Tidy Campaign paper	YH	13/01/2025	Ongoing
	Parking Permits –pull together a summary of the issue and update figures on how many self-catering properties this affects.	YH	13/01/2025	Ongoing
	Working with local authorities progress	RC/PG		Paused
	Review name of the Biosphere Ranger volunteer group – SC asked if the name of the group could be revisited.	RC/YH	30/11/2024	Ongoing
	Destination First Strapline	RC/YH	13/01/2024	Ongoing
	EC would like a meeting with PG prior to meeting with the LA boards to agree messaging.	EC/PG	18/12/2024	Ongoing
	Arrival area in the Airport	YH	13/01/2024	Ongoing
	Bridge control building. CG to outline opportunity	CG	13/01/2024	Ongoing