



Destination First Board Minutes

Date: Thursday 15th May, 2pm – 5pm

Venue: Manx Museum, Meeting Room, Manx National Heritage

Board Attendees:-

Board Chair: Ranald Caldwell, Chair (RC)

Political Member: Mr Jason Moorhouse (JM)

Board Members: Deborah Heather (DH) Phil Gawne (PG) Charles Guard (CG) Jo Davies (JD) Pauline Wall (PW) Jason Roberts (JR) Ross Phillips (RP) Kathy Rice (KR) Scott Gallacher (SG) Jamie Smith (JS)

In attendance: Yvette Hollows (YH)

Apologies: Emily Curphey (EC) Mrs Sarah Maltby, MHK (SM) Jeffrey Robinson (JR)

Agenda Item	Papers	Owner	Actions
Standing Items: - Apologies - Conflicts of Interest - Prior notification given by Mrs Maltby regarding her father Mr David Cretney who was elected to Douglas City Council to serve Douglas South for a term of 4 years. The commencement date is Thursday 24th April 2025. - Hospitality / Gifts (by exception) - None - Minutes of boarding dated 31 March 2025 - No comments on previous board meetings - Outstanding Actions - Parking permits - Port St Mary permits have been suspended, We are awaiting decision to formally remove from residential areas. - Litter in the Quarterbridge car park is still a persistent issue. We will look to include some litter messaging for the area in conjunction with the Cavendish install on the NSC walkway. - Initial consultation underway on the report a problem portal from JR/RP. They will look to produce a report and recommendations for consideration at the next board. DOI are progressing with an upgrade to the current report a problem system. RC to discuss with Jeff Robinson. - A request has been made with the mapping team to include the list of public toilets onto Mangis mapping. No progress yet. - Grandstand Bus Stop – old MNH decals were peeling. The Motorsport team have confirmed that they have replaced out the old decals with TT branding on the 19/05 ready for TT. - MNH – Pauline looking at refreshing the decals for the lift up to the Manx Museum from Chester Street. - DCC were looking at the patching work on the promenade following the new electric ducting being installed for the panels. CG advised that after mentioning that the first few weren't satisfactory, the rest were done to a better standard. We believe the resurfacing for the whole promenade is scheduled for 2029. - JM advised the probation service are progressing plans to refurbish the bus stops.		Chair	YH JR/RP RC/JR YH PW
Destination First Performance Dashboard RAG status of 10 key workstreams - KPIs are red, but progress is being made. The DOI have passed their KPIs to	Report	Chair	

	ML directly. DCC have also provided their performance pack. ML has requested sight of DCC data with RC and KR to consider how best to present by end of June. • Countryside and litter code – YH is progressing. DH to advise when these codes are scheduled for launch. Litter code & countryside code to be reviewed/discussed at the July Board. • Social and media profile – the cultural change that's needed will be a slow burn with PR built on a DF deliverables and service enhancements. • Footpath and general maintenance – MNH looking to work with the Prison. There has been a positive meeting that identified projects which could be progressed in the prison workshop. MNH arranging further meetings to develop working relationship. The prison are working towards City and Guilds certifications so these will be good opportunities to use those skills. • PW advised that the closed pedestrian path to the Laxey Wheel is out to tender and it is hoped will be reopened asap. • YH to set up a meeting with the 17 Community volunteers by end of June to see if they're still interested and what they may want to do. RC presented to the Rotary, and they would be interested in being involved in the project. PROW paper is going to the July Tynwald. • Transport strategy will be available in June. Progress on Route 28 still unknown. There are meetings being held down south by residents about the route and private options discussed. Possible suggestions of a minibus being based in the depot in the South. None of the bus routes appear to make a profit so this shouldn't be a deciding factor for not running the route. Do things because they're right, not for profit. MNH (Cregneash) always in support and interest of a route to the site. Report by Q3 is still likely. • Signage – Sea Terminal is progressing. YH to pick up again on the new signage in the countryside with CG. • The work on meeting with local authorities has begun again since the new boards are in place. 5 meetings have been organised so far. RC asked if PG and YH could ask what KPIs the Local Authorities gather or consider creating some if they don't currently gather any. Update to be provided at the next Board meeting			RC/KR YH YH YH
	Review effectiveness & tenure of Destination First Board (DFB) • As per the original DfE Mandate given in June 2024, the effectiveness and worth of the Destination First programme was to be reviewed after 12 months. • The Visit Board will recommend to DfE that the DFB are delivering value and cultural change required and should continue. The DFB members also gave their unanimous support to continue focusing on key topics and agendas and where we can make a difference whether it be through policy or strategy. • We also need to look back to the original focus group to see what we wanted to see change in July 2024 and what we are doing now. YH to recirculate original workshop notes. • Ultimately, we want to raise the island to a service standard that we're proud of. Addressing problems and getting something done is key. Positive reinforcement and pride in the community. • YH has met with Betty Lauricova from planning policy who has created a draft document about bringing open spaces to life. YH to circulate Betty's document. • JS is encouraging Garff commissioners to walk around their areas with open eyes to identify any issues that could be	Verbal	DH	YH YH

	missed as we see them everyday. • Simple problems need addressing like keeping our Island tidy and clean. We need to improve the culture of putting things away. • RC is meeting with Mr Crookall to discuss how to effectively delivery efficiencies. PG suggested meeting him outside the government office. There is a rusty sign, its dirty and is a good example of second best. • If we had 3 or 4 people that could deliver small improvements, quality could be improved. Maintenance makes people feel better about the space. The meeting with the 17 volunteers should hopefully provide a hit team to tackle smaller service maintenance issues as they arise • RC mentioned the Sea Terminal Televisions and how they are not being fully utilised. They should be providing sailing updates – there were no announcements made to the waiting passengers when the Belfast sailing was delayed. Meeting with DOI/Steam Packet & Visit to make service enhancements before the end of June. • Sign in Liverpool for the new sea terminal – City Council have refused it. Temporary signage for TT has gone up in the meantime.			YH/RC
	Review of YTD 2025 Destination First activity & delivery • YH went through the project log and invited comments about the documented activity. All workstreams and actions have been included to demonstrate the areas we are looking at. • RC mentioned it would be good to put a value on what destination activities are worth to the Island. DH advised we could look at the social value of tourism to get a benchmark. • Set templates have been created for site reports. YH and RC attended a meeting regarding the Laxey steps. They were dangerous so the path has had to be closed. A contractor will be required to do the work. • The Salmon Lake Centre has offered as a potential MNH ticket office and information centre to tell the story of the Laxey wheel. • Ramsey Tram Station requires painting. Generally, it is a mess outside and we have discussed with Ramsey Commissioners. • Summerland site – generally considered as an eyesore which has been left abandoned for too long with abandon vehicles and barriers strewn across the site. RC spoke to MDC about the site. Andy Cowie confirmed MER museum may be moved to Derby Castle Depot. Initial meeting, by end of June, with DOI/DCC/Business Agency/DF to discuss the options for the site with the end game to forward a paper to COMIN outlining options for consideration YH to arrange a meeting. • Organise a meeting with KR and RC to discuss KPIs.	Report Reports	YH Chair	YH
	Destination First Newsletter suggested by CEO • Board discussion on how we capture service enhancements across key departments, local authorities and how best to share with residents – Board agreed to proceed • Draft artwork for newsletter to be created and contributing areas • We want to demonstrate all the great work that is happening on the island to develop the island service culture and talk things up rather than down. DF activity along with requested input from departments/local authorities /MNH to be requested • RC spoke with the Rotary club who would like to partner up with DF.		All	

	make Laxey look scruffy. - Brass Band Event over May bank holiday. 6 bands in different locations. - Signage is still an issue. - Municipal association AGM is next week where there will be a Q&A session about important topics. Jo Davies - Progress on developing open spaces is great. The new shelter in Conrheny is great. There should be more community spaces and hubs. Charles Guard - Nothing further to add Ministers - JM- was in attendance but left before the updates.			
	Next Meeting Date: W/C 14 th July, Venue TBC			
	AOB/Close - PW advised that the Niarbyl café will hopefully be open in the near future. YH asked if the café sign should be taken down in the interim, PW going to come back. - The Bay Room expressions of interest are back so PW will hopefully have an update on that site too soon. - Museum on the move – JD to pull together a meeting to work it out and make it happen. - RC is meeting with Margaret Hudson the new OHR Director of Workforce Development and Culture who is leading on the new Government People Strategy for the Public Service on the 4th June. The key aim is to discuss how the OPS programme integrates with the DF programme by providing a visible and tangible communication to improve service excellence across government.			PW JD
	Close			

Description	Owner	Review Date	Status
Empty Shop Windows - KR to get CP to contact us with how it worked in the past.	KR	15/06/2025	Completed
Circulate Visitor number report, open spaces report and original notes from initial workshop.	YH	30/05/2025	Completed
Douglas Promenade walkway patching – update provided	KR	15/05/2025	Completed
Bus stop at the Grandstand which requires new vinyls.	YH	30/05/2025	Completed
RC meeting with Mr Crookall	RC	23/05/2025	Completed
Resident sentiment – full results with report	YH	30/05/2025	Ongoing
RC is meeting with Margaret Hudson the new OHR Director of Workforce Development and Culture.	RC	04/06/2025	Ongoing
Summerland Site – YH to arrange a meeting with all parties	YH	30/06/2025	Ongoing
Brown Sign at Niarbyl	PW	30/06/2025	Ongoing
Countryside code and Litter campaign - YH to circulate draft litter campaign ideas for comment	YH	30/06/2025	Ongoing
Volunteer group -YH to arrange meeting with the 17 volunteers that were trained	YH	30/06/2025	Ongoing
Meeting with DOI/Steam Packet & Visit to make service enhancements before the end of June.	YH/RC	30/06/2025	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. Meeting to be held to progress.	DH/PW/JD/JR	31/07/2025	Ongoing
Quarterbridge Car Park – new signage will be installed as part of the Cavendish project	YH	31/07/2025	Ongoing
Front of House System - JR exploring what a system would entail which would get the enquiry to the right person and capture data. Meeting with Digital IOM.	JS, JR, YH	31/07/2025	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	31/07/2025	Ongoing
Laxey accessible toilet issues	JS	31/07/2025	Ongoing
Lift to Manx Museum requires new vinyls	PW	30/07/2025	Ongoing
Toilets mapped on Manngis – explore possibility	YH	31/07/2025	Ongoing
Bridge control building. CG to outline opportunity – JR to arrange access for CG	JR/CG	31/03/2025	Outstanding
Review name of the Community Ranger volunteer group – YH and RC to meet with MWT.	RC/YH	15/05/2025	Paused
Explore running an architects competition to create an arch and fence at the entrance to Snaefell.	RC	15/05/2025	Paused
Parking Permits – long term plan for permits is still to be decided.	RC	31/07/2025	Paused