

# **Destination First Board Minutes**

**Date:** Monday 23<sup>rd</sup> September, 2pm – 5pm

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) Kathy Rice (KR) Phil Gawne (PG) Charles

Guard (CG) Emily Curphey (EC) Scott Gallacher (SG) Pauline Wall (PW) Professor Jo Davies (JD) Ross Phillips (RP) Jason Roberts (JR)

In attendance: Yvette Hollows (YH)

**Apologies:** Jason Moorhouse (JM) Jamie Smith (JS)

	Agenda Item	Papers	Owner	Actions
	Standing Items:		Chair	
	<ul> <li>Apologies – Jason Moorhouse, Jamie Smith</li> </ul>			
	Conflicts of Interest - none			
	Hospitality / Gifts (by exception) - none			
F 01-24	DF Terms of Reference – for formal approval		Chair	
	Approved – no comments			
	Need to publish TOR & minutes on a landing page			ΥH
F 02-24	DF Workshop Notes and any feedback		YH	
F 03-24	No feedback on workshop			
	Discovery progress updates:		All	
	Chair/Programme Manager			
	<ul> <li>Lack of insight feedback from Local Authority self- assessment audits.</li> </ul>			
	Data has been seen as a second from DOLDAD evictors			
	<ul> <li>Data has been requested from DOI RAP system.</li> <li>Andy Ralphs is keen to help drive the RAP initiative</li> </ul>			
	forward and has requested an update within the next 2/3	3		
	weeks.	<b>^</b>		
	<ul> <li>Agreements in principle with the prison for prisoners to</li> </ul>			
	volunteer on community-based projects with rules of			
	engagement/expectation defined.		YH	
	EC requested that we establish why previous volunteer			
	programmes have not worked in the past.			
	DOI working well with Rushen and Arbory			
	Commissioners – clear division of labour and who is			
	responsible for what tasks.			
	<ul> <li>Residents service insights reported through the DOI RAP system and other individual programs.</li> </ul>			
	<ul> <li>The DF Board has provided feedback on the countryside</li> </ul>			
	code which will be going live shortly.	7		
	<ul> <li>Feedback from meetings with local authorities clearly</li> </ul>			
	demonstrate that they see the need to work closer to			
	potentially deliver increased service levels. The DF			
	board will review and see how we best progress.			
	<ul> <li>The intention remains to submit our initial findings and</li> </ul>			
	recommendations to COMIN in November.			
	Visit			
	<ul> <li>The Visit team are moving to the Welcome Centre –</li> </ul>			
	opportunity to review our customer service.			
	<ul> <li>Discussed the issue of the Sea Terminal not staying</li> </ul>			
	open when boats were cancelled due to weather.			
	<ul> <li>The Visit Marketing team has launched the new</li> </ul>	1		

Extraordinary Isle campaign. DH Comms needs to improve, and media outlets need to also report on the positive improvements. Media outlets need to be challenged as there can be negative clickbait headlines resulting in negative comments on social media. PG and CG have suggested the DF Board interface with Manx Radio to discuss how we can highlight positive improvements happening across the island. PG also invited DF Board representative onto his Agenda Radio show to talk about DF. DH, RC and SM are on the Mannin Line next week. Staffing issues at Ellerslie Depot Difficult to meet expectations with limited budget. Team are currently focusing on safety issues first. More resource required to help. EC advised that line painting will focus on critical junctions first. Bus review – will help identify core needs and nice to haves – it does come down to funding and what can be delivered. Service Level agreement was discussed, PG advised no one disagrees with clarifying who is responsible for what - that would be easier, document needs to be fine tuned RP mentioned bus stops particularly in Onchan which need some maintenance work. Footpath paper not going to COMIN until November. Bus Service 28 was discussed DH advised there is a meeting with DfE and DH Transport on the 24/09/24 to discuss. JD mentioned communication is needed to try to avoid negative comments from the public. Biosphere – have a new governance structure which will engage with all communities. Chair has been appointed for the Biosphere Board and expressions of interest for inaugural board will be going out soon. They will focus on strengthening the biosphere connection for all the islanders. 2026 – periodic review from UNESCO so a lot of work is ongoing in that area. Next steps are to the gather engagement from across the island - to understand where we are now in comparison with 10 years ago. Food and Drink producers on island are also an important focus. Looking at long term solutions to help support and do justice to all providers -print, local media, buying local, promotional features on local producers. Working with Business IOM, DfE on funding and partnering. They have also assisted local producers to get the correct accreditation to be able to supply their

produce to a wider market (Tesco being one). This has been a learning experience for all parties in the process. Stepped back from the food and drink – had to for a number of reasons. Steering committee set up to see what our year looks like – visibility on all the events,

DOI

DEFA

some are going ahead and doing it themselves. The committee will identify the gaps and what a larger event might look like.

- CG commented that PG and himself were on a committee a number of years ago to encourage all retailers to stock local – suggested a Manx logo would be good to include (Thanks for choosing Manx). SG advised they have two logos they use.
- Tesco want to branch out more, but some local producers are comfortable with the market they have.

#### MNH

- Customer Service they deal with complaints and feedback as they come in. MNH don't currently record response times, but would like to. Currently, reviewing the entire complaints process, reflecting on how they can learn, and further understand how they process comments to make improvements.
- KPI's are financial, customer service and customer based
- Would like to get involved with any training Visit do over the winter period with a customer service angle.
- MNH are working hard to keep sites feeling fresh so that people who were familiar with sites visited more frequently to see what was new.
- RC suggested a conversation could be had with MNH and DEFA to see if there are any opportunities to work together on future food and drink events.
- Five of the Isle of Man's national heritage sites awarded Tripadvisor honours
- Need to get MNH's cause message out there to help with funding assistance for enhancements to the heritage sites. PG offered PW a slot on the radio to speak.
- Free event at the Laxey Wheel this weekend for the 170<sup>th</sup> anniversary.

#### Local Authorities

### Douglas City Council

- The team fed into the Self-Assessment Audit, interestingly the highest number of complaints they receive are for areas they do not deal with.
- Signage in the City Centre carrying out an audit on signage, some signs are damaged and need replacing.
- Currently responding with feedback on the economy strategy.

### Port Erin Commissioners

- Currently responding with feedback on the economy strategy, interested in the events funding.
- Anti-social behavior comes in waves over the summer months.
- Coastal footpath landslide to move the material, it could then possibly need stabilisation.
- JR asked is SG would be available to arrange a meeting to discuss Bradda Head.
- The commissioners do support self-catering properties in the town where it is appropriate.
- Use their social media as a digital information board, turn all comments off.

PW/SG

KR

#### Onchan Commissioners

- RP advised they use a system called Laserfiche that automates their report a problem system. They can make processes on this software and can also chase for an update until the enquiry has been completed. Onchan Commissioners can report on the number of reports received and what type.
- Al has also been introduced into the system.

## Rushen and Arbory Commissioners

- Public Rights of Way (PROW) trimming has been completed, commissioners are happy to do it, and it works well.
- Port St Mary (PSM)also maintain some of their public rights of way.
- Fly tipping issues below the Cronk Ny Arrey Laa were discussed with the group.
- Rushen and Arbory Commissioners have opened up the heritage trail along the Colby river - Film been produced and can be view on the 4<sup>th</sup> November at the Erin Arts Centre. New bridge out of Colby has been replaced by the DOI.

### Ministers

- SM advised the Isle of Man Government Conference went well. Good to hear from Officers and it was well attended.
- Ministers have been in recess for the summer but the Select Committee for the footpath motion is due to be presented to Tynwald in November.

## Private sector representatives

#### Jo Davies

- We should be finding better ways to communicate with each other and residents.
- Sentiment questions suggest people feed into the questions. Should be opened up to try different ways to engage residents.
- Bus Vannin feedback can't buy a return ticket.

## Charles Guard

- Feedback on Horse Trams no signage for the horse tram, timetable isn't clear.
- Douglas Bay Tramway Heritage Trust has received donated funds that they are going to put towards an interpretation board.
- Airport can there be more leaflet holders put in the area to promote businesses across the Island? QR codes for literature that's missing from the literature stands in departures would be useful.

### Other

## Rushen Heritage Trust

- Route 28, 89 complaints in 2023, 97 complaints in 2024
- Short route running around Bradda East would be very helpful to residents who live in that area and have no car/do not drive. RHT would point out that the DOI's

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	<ul> <li>Transport Strategy aims to reduce short car journeys so this would fit with the criteria, and the route could possibly be combined with Service 28.</li> <li>From Port Erin, the most obvious route is a direct service to Peel or at least a service from Peel to Castletown.</li> <li>The Bus Vannin timetable is overwhelming.</li> <li>RHT believe a lot could be done to improve Cregneash. The village needs investment - at present it is not good value for the £10 charged.</li> <li>MNH - several local people who pay for Friends' Membership have expressed dissatisfaction that they cannot visit some sites because there is no suitable public bus transportation.</li> </ul>		
DF 04-24	Destination First Performance (Measurement required)	Chair/YH	
	Discussed in our update.		
	I/DI -		
	<ul> <li>KPIs</li> <li>KPIs will be evaluated at the end of the discovery phase and agreed by the Board for ongoing attainment.</li> </ul>		
	Action Log		
	To be reported from now on a table highlighting the changes that have been implemented since 1/7/24.		
	Engagement so far		
	8 DOI meetings		
	4 Sea terminal signage meetings		
	3 DEFA meeting		
	Commissioners – 6 meetings so far, 3 arranged		
	2 MNH meetings		
	<ul><li>4 Prison Executives meetings</li><li>7 interested parties meetings</li></ul>		
	7 interested parties meetings		
	Local Authority Self Assessments		
	Received 1 self-assessment back		
	21 Clerks contacted		
	Top service issues		
	<ul> <li>Cleanliness, debris</li> </ul>		
	<ul> <li>High hedges/overgrown vegetation</li> </ul>		
	<ul> <li>Byelaws including dilapidated properties</li> </ul>		
	<ul> <li>Flytipping, Streetlights, Open spaces</li> </ul>		
	❖ Waste		
DF 05-24		VIII	
DF 03-24	For support - Enhancement of the Sea Terminal Paper	YH	
	YH gave an overview of background of what has		
	happened around signage in the past.		
	All in agreement in support of Visit requesting the £100K		
	funding		
	JD suggested including a feedback wall in the Sea     Terminal		
	EC mentioned that Manx wording should be used. We		
	have a directive to use Manx in any signage we produce.		
DF 06-24	For discussion - Volunteer (Biosphere) ranger workforce	YH	YH
	YH gave an overview of the proposal and invited		
	comments from the board.		
	EC felt that the paper did not include sufficient costings.		
	Paper needs to be formulated to build on the case – in		
	principle is this worth looking at. Budgets and additional		
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resource would need to be looked at if supervisors are required.		
<ul> <li>RC advised there are 2 new supervisors appointed in the</li> </ul>		
community service team.		
Further points of discussion and consideration	All	
Implementing an application/front end system to enable		
residents and visitors to report issues and improvements to		
the relevant departments and areas		
Procurement of a new system – need to seek     input/support on best solution. When BC analysis to Digital.		
input/support on best solution. When RC spoke to Digital Isle of Man they suggested Dynamics/Copilot/GBT chat		
with no need for AI to start with.		
The new system could look to combine all web enquiries		
and provide a central database of the main issues local		
authorities are encountering.		
Commissioners advised this would be useful.		RC
RC to pull together a schematic on how this could work.		
Consumer sentiment research		
Board in unanimous agreement that Resident and Visitor		
sentiment should be captured at the start of the DF		
programme. YH to outline of a set of questions and what		ΥH
we could do in this area to be produced. In addition, it		
<ul> <li>will need to be added onto survey monkey.</li> <li>EC mentioned we should try to get a diversity of input,</li> </ul>		
EC mentioned we should try to get a diversity of input,     different demographics, consider how we can reach the		
full breadth of the Island.		
JD suggested looking at other ways to engage residents		
that isn't just on survey monkey.		
The DF Board should also be tapping into different groups for sentiments including accessibility groups.		
groups for sentiments including accessibility groups.		
Keep Mann Tidy campaign		
DF Board is in agreement to explore the Keep Mann		
Tidy initiative again.		
The key will be communication with education within the school environment.		ΥH
DF Board needs to take into account the <b>Waste</b>		ļi 🗆
Management Strategy particularly with regards to		
recycling as that could be part of the messaging.		
YH to produce a paper to see how it could look.		
Frequency of meetings		
RC would like the next DF Board meeting early in		
November 2024.		
Minutes		
<ul> <li>Should be published and any sensitive sections redacted.</li> </ul>		
redacted.		
Any other business		
Parking permits		
JR mentioned parking permits for self-catering  properties. Action for YH to shock where this get to and		ΥH
properties. Action for YH to check where this got to and progress.		
progress.		
Working with local authorities		
DF Board members should reach out and have		

Next	Meeting Date: W/C Monday 4 <sup>th</sup> November		
•	conversation face to face with Local Commissions to get an overview of feeling and any recommendations they have.  Consider whether combined authority meetings would be useful to get discussions started.  RC to arrange a meeting with PG to consider next steps		RC/PG

**Action Summary** 

Ref	Description	Owner	Due Date	Status
	Publish terms of reference, board members and minutes on the trade site	YH	28/10/2024	Ongoing
	Comms needs to improve and media outlets need to also report on the positive improvements.	DH		Ongoing
	DH advised there is a meeting with DfE and Transport on the 24/09/24 to discuss Bus 28.	DH	24/09/2024	Ongoing
	Conversation between MNH and DEFA on if there are any opportunities to work together on future food and drink events.	PW/SG	28/10/2024	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		Ongoing
	Volunteer Biosphere ranger workforce – expand the paper to included costings	YH	28/10/2024	Ongoing
	Pull together a schematic on how a new front-end system for report a problem could work.	RC	28/10/2024	Ongoing
	Resident sentiment questions	YH	28/10/2024	Ongoing
	Keep Mann Tidy Campaign paper	YH	28/10/2024	Ongoing
	Parking Permits – to find out where this got up to and how we can progress	YH	28/10/2024	Ongoing
	Working with local authorities progress	RC/PG	28/10/2024	Ongoing