



## Destination First Board Minutes

**Date:** Monday 26 January 2026, 2pm – 5pm  
**Venue:** DOI Board Room, Sea Terminal , Douglas  
**Board Chair:** Ranald Caldwell, Chair (RC)  
**Political Members:** Mrs Sarah Maltby MHK (SM) Mr Jason Moorhouse MHK (JM)  
**Board Members:** Deborah Heather (DH) Charles Guard (CG) Ross Phillips (RP) Jeffrey Robinson (JRo) Phil Gawne(PG) Jamie Smith (JS) Steve Curphey  
**In attendance:** Joe Hughes (JH) Rob Teare (RT)  
**Apologies :** Kathy Rice (KR); Andrew Lees (AL); Jo Davies (JD); Jason Roberts (JR)

Ref	Agenda Item	Papers	Owner	Actions
	<p>Chair thanked JRo for the use of the DOI Boardroom and for the refreshment provided.</p> <p><b>Welcome to:</b></p> <ul style="list-style-type: none"> <li>• Steve Curphey the Chair of Ballaugh Commissioners as a new member of the DF Board</li> <li>• Joe Hughes, CEO of Manx Technology Group and Rob Teare, Manx Language Officer of DESC. Both were speaking on Destination First Place Management</li> <li>• [REDACTED]</li> </ul> <p><b>Standing items</b></p> <ul style="list-style-type: none"> <li>• Apologies: as above</li> <li>• Conflicts of interest: none</li> <li>• Hospitality: Chair was a guest of IOM Newspapers at Excellence Awards</li> <li>• Minutes of Board meeting 10 November 2025 - approved</li> <li>• Outstanding Actions- actions addressed with exception of:               <ul style="list-style-type: none"> <li>○ Manngis mapping of IOM toilets</li> <li>○ MNH – replacement decal for Lift</li> </ul> </li> </ul> <p><b>Destination First Performance Dashboard</b></p> <ul style="list-style-type: none"> <li>• Comprehensive dashboard comments had been made in the November 2025 minutes. Workstream update and challenges are included in the draft 2025 Destination First Annual report which has been circulated for comment.</li> <li>• Board members to comment on that Report by 29 January 26. We also need to consider our key programme and focus for 2026</li> <li>• Edited Report will be set into a publishing format for circulation to CEO, Government with a Tynwald briefing before wider public circulation</li> </ul>			
			All	
			All	29/01
		Report	DH/RC	w/c 2/2/26

<p><b>Destination First Place Management</b></p> <p>DH gave an overview on the development of a design code for the Meayll Peninsula, one of the Island special places as identified by the Resident Sentiment Survey. Destination First are in partnership with the Cabinet Office, Arbory &amp; Rushen Commissioners, MNH, &amp; Visit.</p> <p>Deborah then introduced Joe Hughes(JH) &amp; Rob Teare (RT) who both left the board room after their presentation</p> <p><b>Pedestrian &amp; traffic monitoring</b></p> <p>JH gave a comprehensive overview, as per the attached slide presentation, on the technology that is available to assist us in the development of the Meayll Peninsula as a special place. The main benefit is the capture of traffic and pedestrian movements with the data on how we are influencing and managing a growing number of potential visitors to the location. <b>Action is for the working group to advise, under phase 1, on the number &amp; location of sensors and to seek quotation from suitable island based suppliers.</b></p> <p><b>Code for the use of Manx Language on IOM Signage</b></p> <p>RT circulated a draft guide for consideration on the inclusion of Manx Gaelg on new and replacement signage. This will bring brand consistency and style along with efficiencies in terms of sign manufacture. Currently there a plethora of sign styles/interpretation which have developed despite Tynwald resolution in 1985 that the language should be supported &amp; encouraged by all agencies. Destination First Board are fully supportive of the guide, and it was recommended that we widen the support to property developers when selecting place names for new estates, that have their roots established in history and places names.</p> <p><b>Action is for the Guide to be updated to include support for developers coming from MLO and others</b></p> <p><b>Countryside Codes &amp; Litter Codes</b></p> <p>DH advised that both codes are being considered by a local creative agency in terms of key messaging and signs to ensure resident/visitor follow best practice.</p> <p><b>Action creative agency to present treatment</b></p>	<p>Slides</p> <p>Paper</p> <p>Verbal</p>	<p>JH</p> <p>All</p> <p>DH</p>	<p>DH/PW/RC</p> <p>RT/RC</p> <p>DH</p>	<p>w/c 16/2/26</p> <p>w/c 2/2/26</p> <p>March 26</p>
<p><b>IOM Community Ranger Update</b></p> <ul style="list-style-type: none"> <li>• 10 hand-picked Community Rangers in place with applications and DBS nearing completion. <b>Thanks to Trish Joyce of Visit for managing the set up</b></li> <li>• Task management system/process nearing completion with Task App designed for the Rangers to report location, photo of issue and recommendations. <b>Thanks to Hannah Wylde &amp; Jason Poyzer for the effort on design &amp; set up</b></li> <li>• Task request list for Ranger being identified/reviewed by MNH and DOI - <b>thanks to Pauline &amp; Ffinlo for this</b></li> <li>• 43 repairs improvement identified by the Rangers on the Meayll Peninsula covering 45% of the Peninsula- remaining 55% to be completed by end February &amp; ongoing</li> <li>• Community Ranger training day scheduled for 10 February at the Outdoor Learning Centre</li> </ul>	<p>Verbal</p>	<p>RC</p> <p>HW/JP</p> <p>PW/FW</p> <p>Rangers</p> <p>RC</p>	<p>ongoing</p> <p>ongoing</p> <p>ongoing</p> <p>10/2/26</p>	



<p><b>Onchan (RP)</b></p> <ul style="list-style-type: none"> <li>• Request for resident properties for social housing</li> <li>• Onchan park events being planned including Chilli Fire Festival and Pride</li> <li>• Local authority libraries - suggestion that the resource could be shared</li> <li>• New deputy clerk to be in place from 2/3/26</li> <li>• RP advised that they had an enforcement form which could be made available to other LA's if requested</li> </ul> <p><b>Port Erin (JR)</b></p> <ul style="list-style-type: none"> <li>• JR not in attendance. We are pleased to advise that JR has taken up new role as clerk of Braddan Commissioners and will continue to attend DF Board meetings</li> </ul> <p><b>Douglas City Council (KR)</b></p> <ul style="list-style-type: none"> <li>• KR was not in attendance but RC is due to meet in coming weeks to progress with joint projects</li> </ul> <p><b>Garff (JS)</b></p> <ul style="list-style-type: none"> <li>• Update on the sewage planning application was provided</li> <li>• Mooir Vannin Offshore Windfarm was also discussed and the challenges. Indeed, the fact finding/focus/concern is not just for Laxey residents but the eastern IOM coastline towns</li> <li>• Clause 5 was discussed [REDACTED]</li> <li>• Bequeathment left to Garff and they are considering on what project(s) they should invest in for the benefit of Laxey and its residents.</li> <li>• JS agreed to provide the Municipal Association with a Destination First update and gain an understanding on how we can best communicate the work of the Board.</li> </ul> <p><b>Arbory and Rushen (PG)</b></p> <ul style="list-style-type: none"> <li>• PG is retiring as A&amp;R Clerk in April. PG will stay on the Board and continue supporting the development of the Meayll Peninsula and other Destination and Manx Gaelg activities</li> </ul> <p><b>Ballaugh (SC)</b></p> <ul style="list-style-type: none"> <li>• DOI and smaller local authority to improve communication with each other</li> <li>• Civic Amenity site issues to be address well before April as hard to set rates as budgets/ownership not in sight.</li> <li>• Issue with Dutch Elm and Ash trees with circa 8,000 requiring consideration. Further discussions between DOI/DEFA /Ballaugh required.</li> <li>• Bus shelter in Ballaugh requires attention as it is flooding with a false step making it a risk for bus passengers. JRo took an action to address.</li> </ul> <p><b>Jo Davies (JD)</b></p> <ul style="list-style-type: none"> <li>• JD was not in attendance</li> </ul>		<p>RC/KR</p> <p>JRo</p>	<p>w/c 9/2/26</p>
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	<p><b>Charles Guard</b></p> <ul style="list-style-type: none"> <li>As previously reported, there are various AI generated travel publications on the IOM available for sale online which are clearly AI scams. CG has reported the issue to DHA and made a formal complaint to Amazon. CG has also raised the issue with the MP for Dunstable &amp; Leighton Buzzard as the Amazon business based in her constituency prints many of the offending publications. There is no named publisher which is contrary to the Book Deposit Act. <b>Action the recommendation of the Board is that the matter is raised with the DfE Minister with the request that a government headed letter is sent to the Amazon/MP to address what we believe is an illegal practice</b></li> <li>CG circulated a paper he had sent to the new Treasury &amp; DOI Minister regarding the completion of the horse trams to the Sea Terminal. The former DOI Minister had reported that a revised paper was being presented to complete the work. The DF Board discussed and were in general agreement that it would be great for the island to confirm it we are reinstating the attraction especially since it was the 150 anniversaries of the railways on the IOM</li> <li>CG gave an update on the Tynwald Hill Bill and the Tynwald Management Committee. Also the planning permission update for the Godfred Croven bronze statue in St Johns</li> </ul> <p>Mrs Maltby MHK</p> <ul style="list-style-type: none"> <li>A commitment to the agreed provision of £1.5M of annual Treasury funding to DOI in support of footpath maintenance is critical. The Destination First Board is fully supportive of this position</li> </ul> <p>Mr Moorhouse MHK (JM)</p> <ul style="list-style-type: none"> <li>JM left the meeting at 15:00 before area updates were provided</li> </ul>		DH/CG/TJ	w/c9/2/26
	<b>Next Meeting Date:</b> 16 April 2026 The Round House, Braddan			
	<b>AOB/Close</b>			16:50

<b>Actions</b>			
<b>Description</b>	<b>Owner</b>	<b>Delivery/ response Date</b>	<b>Status</b>
Recruitment of DF Board Secretary & DF support	DH	March 26	readvertised
Destination First Annual Report signed off by DF Board to be printed/set and forwarded to Government CEO and to be publicly available	DH/RC	2/2/26	Due April
Pedestrian & traffic monitoring on the Meayll Peninsula from MTG	RC/PW/ DH	16/2/26	Due by 15 April
Code for the use of Manx Language on IOM Signage	RT/RC	2/2/26	Delayed now to be circulated in April
Local Authority Review meeting with Minister DOI	RC/PG/ JRo	9/2/26	Meeting 2/3/26
Summerland update	JRo/KR	February 26	Now deferred until Q4/26
Ballaugh Bus shelter issues discussed and to be reviewed/ addressed	JRo/SC	9/2/26	Update required
Resident Sentiment Survey Findings Internal & external PR	DH	Dec 25	April 26 -staffing
Destination First Minutes for 6 Sept 25 Nov 25, Jan 26 to be visible via DF site	DH/RC	Jan 26	April 26- staffing
Douglas Sea Wall Art update	KR/JRo	February 26	Deferred to later in year
Amazon publication publishing scams	CG/DH	9/2/26	Completed
IOM Man public toilets onto Government Manngis Mapping system	DF support	Jan 26	April 26- staffing
Key Service Indicators in view from all	All	Annual report finding to CEO	Response awaited
Brown Sign at Niarbyl	PW	Jan 26	completed
Countryside code and Litter campaign	FW	Feb/March	Update awaited
Lift to Manx Museum requires new vinyl's	PW	Dec 5	awaited
Meeting with DOI/Steam Packet & Visit to make service enhancements	DH	Ongoing	Update required
Community Ranger update	RC/PW	16/4/26	Board update