



MINUTES OF A MEETING OF THE BUSINESS AND COMMUNITY COMMITTEE

GREEN ROOM, SALISBURY GARDENS 5.30PM

05 DECEMBER 2024

Members present:-

Councillors: Steph Toogood (Chair), John Watkins, James Toogood

Clerk: Katherine Baldwin

VTC Officers: Catherine Hammond, Jordan Royl

MINUTE SUBJECT

DRAFT

67/24

PUBLIC FORUM

There were 2 members of the public present.

There is some uncertainty as to whether the Ventnor Business Association will continue. There will be a further meeting in January 2025. There had been questions from the traders as to what VTC does to help the businesses. The Business and Voluntary Sector Officer would welcome meeting with the Ventnor Business Association.

68/24

APOLOGIES FOR ABSENCE

An apology was received from Cllr Linda Jefferies.

69/24

DECLARATIONS OF INTEREST

Cllr John Watkins declared an interest in respect of item 6.

70/24

MINUTES OF THE PREVIOUS MEETING

The Minutes of the Business and Community Committee meeting of 17 October 2024, having been previously circulated to Members were taken as read.

It was unanimously resolved to:

Accept the minutes of the Business and Community Committee meeting of 17 October 2024.

71/24

MATTERS ARISING FROM THE MINUTES OF THE PREVIOUS MEETING

At the meeting of 17 October, an update on Leeson Road was not available. The road has since opened, meaning that free car parking on Saturdays between 10am – 4pm in VTC car parks would now cease. However, as it is Small Business Saturday on 7 December and the Isle of Wight Council will be offering free parking between 12 noon – 6pm, the Town Council would match this by offering free parking for the same period for Saturday 7 December only. Thereafter, charging on Saturdays would resume.

72/24

VISIT ISLE OF WIGHT

Will Myles, Managing Director, Isle of Wight was welcomed.

Will Myles clarified that Visit Isle of Wight is independent and not part of the Isle of Wight Council. VIOW can help shape policy in Government and encourage schools to promote tourism and hospitality as career routes.

There is a team of 7 people at Visit Isle of Wight and their job is to promote the Island off the Island. The promotional material is supposed to be off the Island. VIOW operate Wight in Bloom

and the Isle of Wight Walking Festival. The events are designed to encourage people to come to the Island in the lower seasons.

Visit Isle of Wight is funded through Wight-BID. This is a funding levy and brings the Marketing budget to £520,000 per year which is to market the whole Island. The current Bid will stay in place until 2026.

Will Myles gave some visitor statistics. Visit Isle of Wight are looking into the barriers for visitors to the Island.

Visit Isle of Wight use digital advertising and issue blogs for advertising. The Island is also advertised on billboards and bus stops. The advertisements change, using AI, according to who is looking at the advertisement. There are advertisements in London Waterloo and on the South Western Trains route to London. There is also advertising going towards Bournemouth. There are adverts in the Northern regions as well where the drive to the ferry ports average 4 to 4 and a half hours. Visit Isle of Wight use social media platforms for advertising including TikTok. Email marketing is also used and there was a push around Black Friday deals.

Cllr Watkins asked if there could be some advertising for Ventnor Day. Will Myles informed the Committee that the information needs to be fed to Visit Isle of Wight and there is free access to upload events onto the Visit Isle of Wight website.

There is a Ventnor Town page on the Visit Isle of Wight website. VTC needs to tell Visit Isle of Wight what information needs to go on that page. Cllr Steph Toogood asked if there could be something to help people find accommodation.

Will Myles gave an overview of awards won by attractions and hospitality establishments on the Isle of Wight including the Paddling Pool at Ventnor. The Dickens Trail has been created around Bonchurch and Ventnor with a launch likely to take place in May 2025.

73/24 YOUTH GROUP UPDATE

It was noted that Dance Classes have now started.

74/24 WELLBEING CAFÉ UPDATE

This item was postponed to the next meeting.

75/24 VENTNOR PLAY PARK EQUIPMENT

Cllr Steph Toogood explained that there is no play area for children to the east of the Town. An application for a grant will be made to South Western Railway. Visit Isle of Wight may be able to assist with the application.

76/24 DATE OF NEXT MEETING

Thursday 6 February 2025 at 5.30pm

The meeting closed at 6.25pm

SIGNED BY THE CHAIR

DATE
