

Events Tourism and Comms Update May 2022

Tourism

Accommodation Providers Group

First meeting Wed 9th March 2022 was well attended. Date for next meeting set Wed 22nd June 2022. Please see attached notes for the accommodation group meeting.

This meeting brought local accommodation providers together. The meeting will provide an opportunity for networking and support and to help with promoting the accommodation offer in the town. Cllr Rainbow was the convener, supported by Honor Dunkley. Terms and reference are set out below

**Southwell Town Council
Accommodation Providers Support Group
Terms of Reference**

Type of Group	local accommodation providers group
Liases with/Reports to	Town Council Events and Tourism Manager
Frequency of meetings	four times a year - prior to STP meetings
Election of spokesperson/representative	From members at the first meeting each year

Aims of the group are to;

Encourage current local accommodation providers to join the group

Improve marketing of local accommodation in the town

Support each other

Share good practice/ideas with each other

Welcome and assist new or prospective providers to set up

Work with the District Council's officers regarding Food Hygiene and accommodation requirements

Tourist Information Centre

- Still in the process of replacing the tourism cabinet outside the library
- Updating and reprinting the Visit Southwell Leaflet
- Working in partnership with Declan Joyce to update and reprint the town map
- Printing 1000 A5 leaflets for the jubilee celebrations in partnership with Southwell Minster and Shop Southwell.
- 12,500 Summer in Southwell Leaflets being printed

The aim of the leaflet is to support events within the town centre (special promotion of the town centre inside the leaflet) and improve the economic vibrancy of the town over a three month summer period - June, July and August.

- As agreed in the last comms meeting (peter Harris, Sally Reynolds and myself) I will shortly be pointing visitsouthwell.com to visitsouthwell.co.uk and using this web address on all new tourism literature. Then all info from our website and any future event info will be sent to NSDC to upload to the visitsouthwell.co.uk website. Analysis of both websites showed that footfall to both sites was similar. However on an internet search it is the visitsouthwell.co.uk that is at the top of the search engine. See attached analysis of websites

- Overseeing four volunteers and the running of the TIC – new leaflet stock has now arrived – we now have a good selection of up to date leaflets in the TIC

Comms

Newsletter

- Summer newsletter – will be starting work on this soon
- Keeping the council website homepage up to date with important council information and community services and these are posted on facebook too.
- Assisted with Survey Monkey report and marketing of the survey for closure of King St on Saturdays

Major Events in Southwell with relevance to STC 2022

Event	Date	Venue	Road Closure	STC Involvement
Panders Circus	14 th - 18th April	Burgage		
Artisan Market	2 nd June 22	Market Square	Yes	
Big Jubilee Lunch Cllr Rainbow and Cllr Roberts to attend	5 th June 22	Southwell Minster		Gazebos to be dropped off to Minster by AB
Gate to Southwell Festival	14 th – 17 th July 22	Kirklington	Yes on Sat – will be applied for and organised by the GTSF festival	
Music Festival	24 th – 29 th Aug 22	Southwell Minster		Letting of Market Square during the week for outdoor concert
Cycle Event?	4 th - 11 th Sept 22	Town Centre	Possibly	STC involvement. Dressing the town ?
Heritage Open Days	9 th – 18 th Sept 22	Southwell Minster/The Workhouse		
Bramley Festival	29 Oct 22	Town Centre and Southwell Minster		
Remembrance Day Parade	13 th November22?	Burgage, town centre, Southwell Minster	Yes?	STC
Lantern Workshops ??	19 th Nov 22	Old Courthouse		STC
Late Night Christmas Shopping and craft market	24 th Nov 22	Market Square and Town Centre	Yes	Run market. Liaise with Shop Southwell
Lantern Walk ??	3 rd Dec 22, 5pm	Circular route start and finish grounds of Southwell Minster, <u>no</u> indoor event at the Minster School afterwards		Set up and take down of lights. Ask Rotary if they will steward
Tractor Run	3 rd Dec 22,5.45pm	Church St & Westgate, other nearby villages		Notts Young Farmers Club

