

Tourism and Communication Task Group
 Tuesday 28 February 2006 – Ainsdale Discovery Centre

Attendees

Ralph Gregson – Chair (RG)
 Peter Sandman – Tourism SMBC (PS)
 Sarah Carter – Tourism SMBC (SC)
 Angela Suffolk – Tourism SMBC (AS)
 John Houston – Sefton Coast Partnership (JH)
 Rachel Northover – Leisure Services SMBC (RN)
 Dave McAleavy – Leisure Services SMBC (DMc)
 Dan Grice – Communications SMBC (DG)
 Andrew Brockbank – National Trust (AB)
 Carol Carolle – Mersey Waterfront (CC)

Apologies

John Gramauskas Leisure Services SMBC (JG)
 Reg Yorke – Formby Civic Society (RY)
 Jen Lewis – Sefton Coast Partnership (JL)
 Andrew Hall - PERD SMBC (AH)
 Lorna Lander - PERD SMBC (LL)
 Paul Wisse – Coastal Defence SMBC (PW)
 Nick Haigh – English Nature (NH)
 John Bannon – GDP (JB)
 Steve White – Lancashire Wildlife Turst (SW)
 Graham Lymbery Coastal Defence (SMBC (PW)

1. Introductions/Apologies	Action
Apologies from the above	
2. Minutes of Last Meeting	
Minutes of last meeting 10. 01.06 were accepted and approved	
3. Marketing	
a) Walking/Cycling Guide Update Proof of publication was examined and final observations were being made. 30,000 copies to be printed and distributed mainly in Sefton – to be available by Easter 2006. DG to inform local media of publication and where available. Update to be give at next group meeting .	PS
b) General Guide 50–60,000 copies of the publication aimed mainly at outside of Sefton Area. To be available at Easter 2006. Draft copy will be circulated to line managers (PC/SC) for any comments. Comments to be forwarded to PS/SC and All within 2 weeks of receipt. Update at next meeting PS.	PS

4. SNC Web Development.	
Nothing to report. Work on this project will shortly commence and <u>group will receive update at next meeting</u>	PS
5. Coast Familiarisation Visits	
The group agreed that this was an important aspect of promotional work. It was agreed that a working party, consisting of Tourism Department, Mersey Waterfront, Line Managers, Merseyrail etc, be formed to examine a package offer. PS to organise and report back at next group meeting.	PS
6. Signage and Access	
A priority list be created relative to available funding. The above working party (as in item 5) to examine and report back PS/AB. Dave McAleavy informed the group of the need to ensure that the Nature Conservation Task Group consider any plans in respect of tourism & carrying capacity, marketing and access.	PS/AB
7. Coast Events Programme.	
An update programme would be presented at the next group meeting SC .	SC
8.AOB	
A "Coastline" meeting would be held on Friday 3 rd March 2006. The outcome of the meeting would be presented to the group at its next meeting PS.	PS
9. Date of next meeting	
Tuesday 16 th May 2006 at 2pm at the Ainsdale Discovery Centre. The meeting closed at 3.45pm.	