

**NOTES OF THE MEETING WITH RICHARD BURNINGHAM, DEVON AND
CORNWALL RAIL PARTNERSHIP**

held in the Tourist Information Centre, The Guildhall, East Looe
on Thursday 25th November 2010 at 2pm

REPORT TO COUNCIL

PRESENT

Cllrs JRB Dingle, EB Galipeau, Mrs E Hannaford
Tourist Information Centre Manager – Mr M Camp
Chamber of Trade - Mrs S Lee and
Mrs J Braithwaite
Mr R Burningham – Devon and Cornwall Rail
Partnership

IN ATTENDANCE

Town Clerk – Mrs A Frith

Councillor Galipeau, as Chairman of the Town Tourism Committee, chaired the meeting. He explained that the intention is to have promotions in Plymouth to target the day visitor and to try to work with partners and promote to Looe Valley Line, the railway is a massive tableau for promotion. He stated that the Tourist Information Centre has become more successful over the last few years and the introduction of the Looe Guide by Councillor Dingle proved very successful, the surplus of monies generated by the guide will go back into the promotion of tourism.

Mr Burningham stated that it had been a good year for The Looe Valley Line with useage up by 8% - a total of 81,000 journeys up to mid October. There were a lot more day visitors than expected during the May half term week and a single coach train had not been enough, promotions via the press and leaflet handouts advertising days out had been done and proved very successful.

A line guide is produced twice a year and distributed all over the First Great Western area, 40,000 in the winter and 60,000 in the summer together with 70,000 leaflets distributed with the free papers in Plymouth. Research has shown that 60% of passengers prefer to use printed information rather than the internet.

Various ways of carrying out promotions were looked at and discussed at length, it was agreed that the Paddington Station promotion organised with SECTA earlier this year had been worthwhile and it was suggested that perhaps this could be repeated and also be done at Birmingham and Bristol. Mr Burningham will look into this and come back to us.

With regard to the Plymouth City Centre promotion, Richard Burningham stated that he would be more than happy to help and will contact Plymouth City Council and provide the services of his promotions team. He asked if this could be linked in with a Dartmoor promotion that they are planning, everyone was in agreement with this. The date for this promotion was set for 21st May 2011.

Mrs Braithwaite reported that the Longest Buffet promotion had worked very well and is keen that it should be done again, it was suggested that SECTA should have an input into who takes the lead on this next year.

Mr Camp reported that, with Visit Cornwall, a Party on the Pier will take place on 12th March 2011. The aim being to have as many banjos on the pier as possible and a postcard competition will also be done. Councillor Dingle asked for it to be clarified that Mr Camp had done all the work on the Looe Guide and this should be acknowledged.

The Meeting closed at 3.30 pm.

Signed Date
Chairman of Town Tourism Committee