

**MINUTES OF LOOE TOWN COUNCIL TOWN TOURISM COMMITTEE  
MEETING**

held in the Tourist Information Centre , The Guildhall, Fore Street, East Looe  
on Tuesday 15<sup>th</sup> November 2011 at 7.00pm

**REPORT TO COUNCIL**

**PRESENT**

Chairman – Cllr Mrs E Hannaford  
Cllrs E B Galipeau and A Toms  
Mrs J Rowell – SECTA  
Mr A French - SECTA  
Mr M Camp – Tourist Information Centre Manager

**IN ATTENDANCE**

Town Clerk – Mrs Anne Frith

**38. APOLOGIES**

Apologies for absence were received from Councillors JRB Dingle,  
P Crossley, W Martin and D Bryan (ex officio).

**39. TO RECEIVE DECLARATIONS OF INTEREST**

Councillor Mrs Hannaford declared an interest in any matter raised  
concerning Cornwall Council, SECTA and the Making Waves Music  
Festival.

Councillor Galipeau declared an interest in any matter raised  
concerning East Looe Town Trust.

**40. TO RECEIVE QUESTIONS OR STATEMENTS FROM MEMBERS OF  
THE PUBLIC**

There were no members of the public present.

**41. MATTERS ARISING FROM THE MINUTES OF THE MEETING OF 6<sup>TH</sup>  
SEPTEMBER 2011**

**.1 Reference Minute No:28 – Making Waves**

Councillor Mrs Hannaford informed the Committee that there will be a Making  
Waves Festival in 2012, the dates being 21<sup>st</sup>, 22<sup>nd</sup> and 23<sup>rd</sup> September subject  
to all permissions being granted.

The accounts for this year's event will be supplied to the Council when  
completed.

**.2 Reference Minute No: 37.2 – Public Conveniences**

A meeting is to be held on 23<sup>rd</sup> November to discuss this issue with Cornwall  
Council officers.

**42. TO DISCUSS THE COMMITTEE REMIT AND FUTURE WORK PLAN**

The Chairman had circulated a draft remit document which was discussed at  
length and various amendments made.

Councillor Galipeau proposed that the amended document as attached Appendix 'A' be referred to the Procedures Committee for recommendation to Full Council, seconded by Councillor Toms it was unanimously agreed. It was suggested that the Minutes of this Committee's meetings be circulated to Looe Harbour Commission and East Looe Town Trust with an invitation to attend when relevant.

The Future Work Plan was deferred to the next meeting.

**43. TO RECEIVE A REPORT FROM THE TOURIST INFORMATION CENTRE MANAGER**

The Chairman congratulated Mr Camp and his staff for achieving Visit Cornwall Bronze Award for the fourth year, the Gold Award yet again having gone to Bodmin Tourist Information Centre. It was suggested that we need to see a copy of Bodmin's marked application for this Award to see if Looe Tourist Information Centre can meet the criteria to achieve Gold.

The Tourist Information Centre Manager gave his report as per attached Appendix 'B'.

The Committee discussed the possibility of extending the opening hours in the height of the season, half-terms etc. The Chairman proposed that an extra £600 be included in our budget for 2012/13 to allow for this, seconded by Councillor Galipeau it was unanimously agreed and the matter was referred to the Finance and Works Committee.

With reference to the grant of £4,190 received, it was agreed that £3,000 of this grant be ring fenced for the Tourist Information Centre, this matter was also referred to the Finance and Works Committee for approval.

**44. TO RECEIVE A REPORT FROM SECTA**

Mr Andy French gave the report as per attached Appendix 'C'.

Councillor Mrs Hannaford suggested that any complaints received by the Tourist Information Centre regarding non-accredited accommodation be referred to SECTA to encourage membership of Quality in Cornwall. Councillor Galipeau suggested that the action the Tourist Information Centre Manager takes regarding complaints be reviewed and that the Tourist Information Centre and SECTA work together to promote Quality in Cornwall, Quality in Tourism and SECTA membership.

**45. TO RECEIVE A REPORT FROM CORNWALL TOURISM PANEL**

Councillor Mrs Hannaford reported that the Visit Cornwall Partnership board and Panel members met last week, a strategic plan is to be put in place based on what is needed or wanted for tourism in Cornwall, both from the public sector and private viewpoint. The view is that the public sector should concentrate on "Destination Cornwall".

There is a review of the Cornwall Development Company ongoing Small events such as the Morval Rally, Carnival etc will not be charged for road closure signage.

Funding has gone into the provision of an Olympic Torch co-ordinator and Councillor Mrs Hannaford has challenged the benefit to Cornwall.

**46. COASTAL TOWNS FUNDING UPDATE**

The Chairman informed the Committee that two of the four applications submitted were successful (Seafront Enhancement Scheme and Walking Routes).

The Chairman and Councillor Toms have worked on the unsuccessful Events and Festivals application and pared down the requirements to around £13,000. An application for funding has been put into East Cornwall Local Action Group (ECLAG).

**47. UPDATE ON FESTIVALS, PROMOTION DAYS AND 2012 CELEBRATIONS**

**.1 Festivals**

There is to be a "TASTE" food fest held, possibly in June.

**.2 2012**

Celebrations are being built up, Sheila's School of Dancing are happy to organise a "Strictly Come Dancing" type event for Tuesday of the celebration weekend.

Mr Camp also informed the Committee that the Tourist Information Centre is 60 in 2012.

**.3 Promotion Days**

There is hopefully a promotion day being arranged for Waterloo Station in March, details yet to be arranged.

**48. TO ARRANGE AN INFORMAL MEETING WITH THE TOURIST INFORMATION MANAGER**

This matter was deferred until the relevant Councillors are available.

**49. TO DISCUSS THE "LOOE FESTIVALS" WEBSITE**

Councillor Mrs Hannaford stated that this matter has been raised previously and that the Domain name is due to expire. There was much discussion regarding the value of another "Looe" website, linkage to other sites, statistics and quality of the website.

Councillor Mrs Hannaford proposed that Looe Town Council accept the website, keep it running and look at how it can be improved and kept up to date, seconded by Mrs Rowell it was agreed with a vote of 4/1 against.

**50. MATTERS FOR FURTHER DISCUSSION**

There were no matters discussed.

**The Meeting closed at 9.05pm.**

## Appendix 'A'

### DRAFT REMIT LOOE TOURISM PANEL

Prepared by Cllr Edwina Hannaford Looe Town Council Tourism  
Panel chair 11 October 2011

#### Panel membership

The Tourism Panel should have representation of up to six regular members from the private or voluntary sectors in and around Looe or contiguous Parish Councils

- Organisations (Private and Voluntary) are to be contacted to ask if they wish to be co-opted members on to the Tourism Panel
- Organisations are to be contacted to present information of interest to the Tourism Panel
- There should be a mix of co-opted members from the voluntary and private sectors
- Within the co-opted members from the private sector there should be a mix of types of tourism providers that are co-opted members on the Tourism Panel.

The Role of The Tourism Panel be to:-

- (a) Co-ordinate tourism and tourism related actions within the Council, ie produce literature, promotional materials and activities and develop website content
- (b) Encourage the further development and promotion of tourism in Looe and surrounding area, in line with the Looe Area Community Action Plan
- (c) Receive feedback reports and minutes of the Cornwall Council Tourism Panel
- (d) Receive feedback reports from private and voluntary sector partners
- (e) Receive regular update reports from the Tourist Information Centre manager
- (f) Represent the Council on local and regional tourism forums, coordinating the issuing of press releases relating to tourism
- (g) To work with panel members, town partners (ie East Looe Town Trust regarding the beach and water quality) and the industry within the town to promote Looe as a value for money, quality tourism destination.
- (h) To develop a tourism strategy for the town.

#### Meeting content

- (a) Meetings are to be held every six weeks, or as and when required and the minutes thereof be submitted to Full Council for ratification
- (b) Officers of the council are to report to the Tourism Panel for matters arising, regarding Tourism in the Looe area which are highlighted in the Looe Area Community Action Plan.

- (c) Presentations are to be undertaken to the Tourism Panel on matters of interest from outside organisations  
Organisations to be invited to present updates of information to the Tourism Panel including Cornwall Council – Visit Cornwall  
Individual Tourism and business organisations in the area  
Tourism Training Providers
- (d) To develop a work plan and monitor actions
- (e) To periodically review panel membership
- (f) Tourism data monitoring

#### Tourist Information Centre

- To monitor the effective operation of the tourist information centre
- To work with the tourist information centre manager and staff to improve the visitor experience and improve the financial sustainability of the centre
- Financial monitoring reports to be presented

#### Events and Festivals Sub-Committee (sub-committee of Town Tourism)

- To monitor the Forums activity and act on any actions requested or proposed by its membership
- To offer assistance to the Forum members to deliver events and festivals that improve the social culture and economic prosperity of the town and area

#### Appendix – Events and Festivals Terms of Reference

## Town Tourism Report Nov 2011

### Cornwall Awards

We retained Bronze for the forth year running, alongside Bude. Bodmin took Gold once again, there was no Silver! Bodmin also took the overall Winner of Winners award. We will not get the results of the mystery shopper reports for a while but you will find our original written entry attached to this report which I feel ticks all the boxes and I find hard to see how Bodmin (or anybody) could improve upon..

### The Season Figures

The door count says we have had around 75000 people through the door this year. October was the big surprise this year with takings up in the same bracket as those for August and up on both June and July. Perhaps we should look at opening longer in October?

It has definitely helped financially by selling Eden tickets again this year and although in the long run we probably didn't gain anything out of Making Waves it did bring local people in to the TIC that we have never seen before. The booking system was OK once we got the hang of it but it is still time consuming and possibly not cost effective.

Accommodation bookings were slightly down on last year, and this is a trend that I think we have little control over. More and more people are using the internet either before they travel or during and it's fair to say our biggest users of the accommodation booking service are now from overseas. We have two problems here, we are losing revenue through not doing the bookings and we are also in danger of losing revenue through businesses not advertising with us because they don't have us phoning them every day for accommodation.

### Visit Cornwall Grant

In early October we successfully applied for and were awarded a grant from Visit Cornwall of £4190 for next year. This is the first time we have had such funding and comes after much 'discussion' over the last few years at various meetings. The grant is made up of a £3000 core payment plus a £1190 performance grant that comes as a result of all bookings we have made. Another reason why we need to make more bookings through the office!. On top of this Visit Cornwall are paying our licenses for the DMS and website, this equates to £1482.

### Next Year?

Carry on doing what we have been doing?

It has been suggested that we open longer hours at the end of the season, especially in October. We are also looking at staying open later in the summer.

The website is currently being overhauled and will hopefully be live by the end of this month.

The Looe Guide is coming together. I have done no 'hard selling' yet and only had one definite NO from advertisers. A couple have already asked for bigger adverts this year, one has gone smaller.

## Tourist Information Service of the Year Award

### Who can enter?

Tourist Information providers that are VisitEngland Official Partners regardless of their size, location, resources or method of delivery of information. The Official Partner programme is open to traditional information centres, as well as alternative electronic and telephone sources of visitor information.

See [www.visitengland.org/marketing/visitorinfo/index/index.aspx](http://www.visitengland.org/marketing/visitorinfo/index/index.aspx) for more information on the Official Partner programme.

Please answer all questions below.

Name of Contact: Mr Mark Camp

Name of Establishment: Looe Tourist Information Centre

Address: The Guildhall, Fore St, East Looe, Cornwall PL13 1AA

Telephone: 01503 262072

E-mail: loetic@btconnect.com

Website: www.visit-southeastcornwall.co.uk

Months Operational each year: All year round

Awards won: Visit Cornwall Bronze award 2008, 2009, 2010

1. Please give details of the following:

Opening hours (months, days & times)	January to Easter: Monday to Friday 10am – 2pm Easter to October: All week 10am – 5pm October: All week 10am – 2pm November & December: Monday to Friday 10am – 1pm
Location i.e. within a town hall, call centre etc.	Separate office adjoining town council offices in main street of Looe.
Describe your range of services	Accommodation booking National Express ticket agent Eden Project ticket agent Hall for Cornwall Ticket agent Wheelchair hire Ticket agent for other events through Cornish Rivera Booking Office (DuMaurier Fest, Making Waves Music Fest etc) General information regarding tourism and transport. Stockists of books and maps.
What was your visitor throughput/contact volume for the last calendar year?	60,000

How many full time and part time paid staff do you employ?	Full time: 1 Part time: 5
How many volunteers and unpaid staff support your operation?	None

## 2. Partnership & Value

Judges will be looking for evidence that the provider is part of an integrated approach to visitor servicing i.e. by being part of a bigger picture and not working in isolation.

The tourist information provider should give examples of partnerships, i.e. working with others and the sharing of best practice, demonstrating the effectiveness of these by identifying how these have benefited their customers, the destination and/or region as well as themselves.

Examples of partnerships may be the management working together with the industry or local authority to make best use of resources and to reduce duplication of effort. Supporting evidence might include a copy of your latest business plan, mission statement or funder's annual report.

Please include available evidence of your role in the visitor economy and any economic impact.

Please give details of the following:

<p>Give examples of any working partnerships (where applicable) and how this has benefited your services. Also include evidence of the value you provide to the visitor economy in your area through increased visitor satisfaction, spend, etc</p>
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(Max 200 words)

We pride ourselves on our partnerships. Working with others provides a cost effective way of not only promoting the town but also the TIC and its members. It is difficult to provide evidence of the exact value, nevertheless it is important that the links are continued and strengthened.

Partnerships include...

- i Looe Town Tourism Committee: Members include councillors, South East Cornwall Tourism Association (SECTA), Looe Chamber of Commerce, East Looe Town Trust.
- i Events & Festivals Forum: The TIC gathers information from over 45 local individuals, groups and organisations and collates it into a database that is shared so that events do not clash.
- i Devon & Cornwall Rail Partnership: Work closely in promoting rail travel to and from Looe, including promotional days at Birmingham Station and Plymouth City Centre.
- i Cornwall Wildlife Trust: Helped fund and promote local projects including trips to Looe island and a leaflet on crab catching.
- i Visit Cornwall: Organised 'Banjo's on the Banjo' as part of British Tourism Week February 2011.
- i SE Cornwall Walking Festival: Now organised by the TIC working with the National Trust, Ramblers and many of the bodies already mentioned.
- i Liskeard Lions Club: Work together in offering wheelchair hire.

### 3. Customer Service

Judges will be looking for clear evidence of professionalism and commitment to customer service. The entry should demonstrate how staff and management fully capitalise upon the resources available to them in order to meet and exceed their customer's needs and expectations.

Judges will be looking for evidence of comprehensive and up to date literature. Knowledge of the local and regional area must be evident.

Entrants could consider how they interpret management information; how they link their revenue raising activities, to enhancing customer services; how they utilise new technology to improve information provision and communication with their stakeholders; and how they have developed their services in line with customers' requests and feedback.

Presentation of the website and content will also be considered, as well as evidence of a high level of customer care through the handling of customer correspondence e.g. telephone calls and emails.

Supporting evidence might include examples of mystery shopper reports, visitor satisfaction surveys and summary of findings; thank you letters; extracts from visitor books.

Describe what action has been taken during the last two years to ensure that your services meet and exceed customer needs and expectations. Highlight activity demonstrating good practice innovation and any developments and improvements to service.

(max 250 words)

We strive to offer the best customer service our resources allow. Our 2010 Visit England mystery shopper awarded us 84% for our counter enquiry, 83% for our email and 84% for our telephone response.

- i Bus Timetables: We produce our own showing all busses serving Looe. This cuts down on wastage of regional guides.
- i Events Listings: As well as a notice board we have an events diary and listings on our website which can be printed out.
- i Website: As well as accommodation, events and places to eat, our website provides info on local towns and villages plus links to local transport, weather, tide times and accessibility websites.
- i Information for dog owners: We produce handouts listing local attractions, accommodation and beaches that are dog friendly.
- i Accessibility Information: Despite a lack of disabled friendly accommodation in the area we do keep a file full of information and produce a list of attractions with the relevant details.  
Also members of Disability Cornwall, offer wheelchair hire.
- i Looe Guide: In the digital age we still feel it is viable to produce a paper guide. Not only is this popular with visitors but also with the advertisers who see it as a means of reaching customers who do not have access to the internet.
- i Languages: Amongst the staff at the TIC we can speak Dutch, German, French and a little Spanish. We have a limited supply of leaflets in foreign languages.
- i Internet access: including a printing facility.

#### 4. Investment in Staff Training and Development

The entry should demonstrate a commitment to staff training and development and how this impacts directly on the operation and quality of service of the provider.

The judges will be looking for examples of how training has been put into practice, and the way in which it has improved services for visitors. Investment in staff training and development must have taken place within the last two years.

Judges will be looking for evidence of improvement of the overall effectiveness and efficiency of the information provider within the last two years. Investment is defined as investment in money and/or time, therefore in-house training sessions, coaching, one-to-one mentoring; "buddy" systems are all relevant.

Staff are expected to have undergone recognised training courses, such as Welcome to Excellence customer care training or similar. Judges will be looking for any awards for good practice e.g. Investors in People etc.

What staff training and development is offered? Is there a training policy in place? How has training benefited your services? Give examples of where staff has gone beyond the call of duty.  
(max 250 words)

If we had a TIC motto it would be 'There is always something new to learn', You never know what questions will be thrown at you and it is not a case of knowing everything, more of knowing where you can find the answers. The town council is committed to staff training and provides funding when needed, or as in the case of First Aid, organises the course.

By working as a team all staff try to help each other out with any problems and impart knowledge to each other. Further knowledge is gained from communicating with other TICs in the county and attending Visit Cornwall training days.

Additional training undertaken recently includes..

- i Welcome to Cornwall: All staff recently attended this course.
- i Welcome Walkers & Cyclists: Course attended by TIC manager and then information fed out to staff.
- i Emergency First Aid at Work: All staff attended this course and are now qualified for three years.
- i ITQ level 3: The manager completed this vocational IT course last year. Techniques learnt have been used in producing the Looe Guide and stock spreadsheets etc.
- i Spanish Language and Culture ABC Entry Level 1 & 2: The manager attended this course last year.
- i Business degree: One member of staff has just finished this at Cornwall College. He joined the TIC staff after completing his work placement with us during his Tourism foundation degree.

## 5. Accessibility

The judges will look at how the information provider ensures that both its premises and services are available to all, and what provision is made for a range of customers such as disabled people, older people and families.

Examples of an inclusive approach and initiatives that have been taken to improve access. These could be for example, the provision of information being made available in different formats; organising a TIC's public area in order to assist less mobile visitors; attendance by staff on Welcome All or an equivalent course in order to increase disability awareness.

Give details of how your operation and the service it provides are accessible to all its customers. Have any of your staff attended Welcome All training or an equivalent?

(Max 150 words)

- i Access: With a wide door and no steps the office is easily accessible, even for mobility scooters and twin prams. Our counter is low enough for wheelchair users and we have two seats for people to rest if needed.
- i Wheelchair Hire: We have two wheelchairs, provided by Liskeard Lions, that we loan out to visitors for short term hire.
- i List of Disabled Attractions: We provide an A4 sheet listing attractions that have disabled access. This includes prices and any necessary information.
- i Looe Guide: This is designed with clear print and 12pt font size. It features a range of emergency telephone numbers including hospitals and dentists.  
We will photocopy any documents or leaflets to a larger size.
- i Disability Cornwall: As members we receive their quarterly magazine keeping us up to date on what is going on.
- i Radar Key: We hold one for local toilets.

## 6. Sustainable Tourism

Many centres are working examples of good practice in caring for the environment. Initiatives such as recycling paper, office equipment and printer cartridges and buying merchandise made from sustainable resources. What are the provider's environmental policies?

Judges will also be looking at how they encourage and promote environmental friendly policies and action them in their destination and region. Examples of this are promotion of car-free days out, cycle hire, providing information and selling tickets for public transport etc.

Include details of relevant awards held eg GTBS

Give specific examples of how your organisation cares for:

- A. the environment, e.g. recycling, implementing resource and water saving initiatives, waste management
- B. the local community, e.g. forging links with local school or community groups to raise sustainability issues
- C. the local economy, e.g. purchasing local goods and services
- D. how your guests are encouraged to get involved (e.g. marketing materials, sustainability policy etc.)

(max 300 words overall)

A.

- i All paper, cardboard, brochures, ink cartridges, glass and plastics recycled
- i Internal porch and doors means no escape of heat in winter.
- i Window lights operate on timer switch.
- i Hippo in toilet cistern cuts water useage.

B.

- i Worked with local school on producing Guide to Responsible Crabbing. This tells visitors what to do and what not to do when fishing for crabs on the quayside. Helped fund this guide through money raised from sale of plastic carrier bags. We also work closely with the Looe Voluntary Marine Conservation group (part of Cornwall Wildlife Trust).
- i Advised Plymouth University with regard to a children's book on Looe. This project involving university students, Looe School and the TIC produced a book launched in June 2010.
- i We organise the South East Cornwall Walking Festival each September.
- i Work closely with Devon and Cornwall Rail Partnership promoting the branch line to and from Looe. This has seen us run promotion days at Birmingham Station, Plymouth City centre and University.

- i SECTA Green Acorn: We promote this award gained by local businesses who are environmentally friendly.

C.

- i Our Guide is printed in Cornwall and distributed by ARC.
- i Where possible we use local producers and suppliers for the goods we sell, these include...
- i Cards and magnets from photographers in Looe and Hayle.
- i Postcards from Atmosphere in Mullion.
- i Maps and books from Westcountry Books, Tor Mark and Polperro Press.
- i Tide tables produced by Looe Boat Owners Association.

D.

- i Prominent positioning of information regarding public transport including handouts detailing routes to Eden Project and other places requiring changes.
- i Specific cycling and walking display and self produced local walks leaflets.
- i Green accommodation awards promoted.
- i Looe Guide 2011 promotes eating locally sourced fish.

Please return your entry BY EMAIL ATTACHMENT to [awards@services4tourism.co.uk](mailto:awards@services4tourism.co.uk)

A supplementary file, if sent, should be no more than 5mb in size, should have a file name that includes your business name, and should also be emailed to the above address. Please note that supplementary files are voluntary and NOT essential for Cornwall awards.

All entrants will be advised of their judges' scores and how these compare with maximum scores in the category.

Future communications will be from Robin Barker, Services for Tourism Ltd, who is managing the Cornwall Tourism Awards on behalf of VisitCornwall. Robin's email address is: [awards@services4tourism.co.uk](mailto:awards@services4tourism.co.uk). Please add this address to your address book, to avoid communications being treated as Spam/Junk; if you do not add this address and are awaiting news please ensure you check your Spam/Junk folders to see if news is being filtered out.

The closing date/time is 5pm on Thursday 30<sup>th</sup> June 2011

What happens next?

Initial judging will be based on the information provided within the application form along with your website and other information sources. Approximately three to five businesses will be short listed in the first stage of judging for each category and will receive an email confirming this. All non short listed entrants will receive feedback. Short listed businesses will be visited (mystery shopped where possible).

Good Luck!

**CHAIRMAN'S REPORT**

**SOUTH EAST CORNWALL TOURISM ASSOCIATION  
NOVEMBER 2011**

The Caradon in Bloom awards ceremony took place on 29<sup>th</sup> September where winners in 9 categories received recognition. In addition a special award was given to Liskeard Town Council which has made significant progress this year but failed to dislodge Looe's tight grip on the Best Town award. A full list of the award winners is attached.

The Looe Music Festival was well received by SECTA members in the Looe area, particularly by those who took bookings directly attributable to the festival. The buzz in Looe over the festival weekend was enjoyed by SECTA members and it raised the morale of members in an otherwise difficult year for many of them. SECTA lent its support to fund raising for this year's events and sincerely hopes that it will become an annual event in a similar format to this year. SECTA asks the Town Council to assist where it can to make this happen and help get a date fixed in the calendar.

The Quality in Cornwall inspection scheme continues to attract new members from those who aren't currently inspected and also those who are currently inspected under the more expensive national schemes. SECTA hopes that serviced and non-serviced accommodation in Looe that exists below the inspection radar will move to QIC and help ensure the increase in quality of accommodation enjoyed by guests to Looe and growth in the use and support of the TIC. SECTA is delighted to have received support from John Penrose, Minister for Tourism and Heritage, in the form of a letter to our MP, Sheryll Murray. Copy attached.

## Caradon In Bloom 2011

Once again Secta hosted a very successful Caradon in Bloom competition, with ever improving entries from last years categories, as well as very high standards in the categories introduced into the competition this year. The results are as follows.

### **Overall - Boatmans Cottage**



### **Special - Liskeard town council**

### **Town – Looe**

#### **Large Serviced**

- 1<sup>st</sup> Talland Bay Hotel
- 2<sup>nd</sup> Polraen

#### **Small serviced**

- 1<sup>st</sup> Dovers House
- 2<sup>nd</sup> Sea Haze

#### **Large self Catering**

- 1<sup>st</sup> Tremaine Green
- 2<sup>nd</sup> Crylla Valley

#### **Small self Catering**

- 1<sup>st</sup> Trenant Park
- 2<sup>nd</sup> The Old Rectory

#### **Private Garden**

- Boatmans Cottage

#### **Pub**

- 1<sup>st</sup> Tom Sawyers
- 2<sup>nd</sup> Copley Arms

#### **Restaurant**

- 1<sup>st</sup> The Courtyard
- 2<sup>nd</sup> Ocean and Earth

#### **Other business**

- 1<sup>st</sup> Butchers Tideford
- 2<sup>nd</sup> Bateman Financial

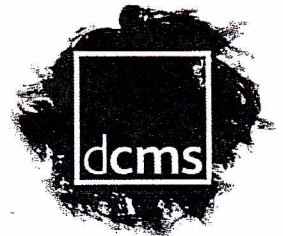
Department for Culture, Media and Sport  
John Penrose MP  
Minister for Tourism and Heritage

2-4 Cockspur Street  
London SW1Y 5DH  
www.culture.gov.uk

Tel 020 7211 6000  
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Your Ref: SM-SECTA-HUNT 2011-11  
Our Ref: 189398/MS

Sheryll Murray MP  
House of Commons  
London  
SW1A 0AA



department for  
culture, media  
and sport

27 October 2011

Dear Sheryll,

Thank you for your letter of 17 October, enclosing details of the local accommodation assessment scheme of your Tourism Association, SECTA.

As we set out in our tourism policy, the Government will stop trying to corral tourism firms in England into joining a single official rating scheme, so it's good to see VisitCornwall taking a flexible approach in applying a simplified scheme to suit local businesses. Please pass on my congratulations and best wishes!

Yours sincerely

A handwritten signature in cursive that reads "John Penrose".

John Penrose MP  
Minister for Tourism and Heritage