

**Minutes from the Tourism Sub Group Meeting**  
**Serviced, Self Catering and Caravan & Camping**  
**Wednesday 30<sup>th</sup> September 2009 at 2pm**

Committee Room 1, WODC, Woodgreen, Witney, OX28 1NB

**Present:**

**Chris Jackson (CJ)** – Tourism Development Officer, WODC

Contact: 01993 861563 or [chris.jackson@westoxon.gov.uk](mailto:chris.jackson@westoxon.gov.uk)

**Diane Blackwell (DB)** – Tourism Development Officer, WODC

Contact: 01993 861553 or [diane.blackwell@westoxon.gov.uk](mailto:diane.blackwell@westoxon.gov.uk)

**Meeting Attended by:**

Katharine Brown	Hill Grove Farm, Minster Lovell
Christine Box	The Blenheim Guest House, Woodstock
Sue Cox	Cotswold Camping, Charlbury
Jane Cook	Burleigh Farm, Cassington
Chris Grimes	Manor Cottages
John & Joy Crew	Wylcot Cottage, North Leigh
Vicky Greves	King John's Barn, Leafield
Oggie Arathoon	6 Westgate, S-u-W
Helen Harrison	6 Westgate, S-u-W
Hazel Ballot	Turkey Cottage, S-u-W
Janice Kitchen	The Cottage, Brighthampton
Vanessa Maundrell	Old Farmhouse, Long Hanborough
Ingrid Ridley	Meadowbank House, S-u-W
Susan Harris	Wysdom Hall, Burford
Shane Blackwell	Quality in Tourism
Mandy Farthers	WODC Benefits Team

**Apologies:**

Hayley Beer	Tourism Services Manager - WODC
Rachel McDermott	The Witney
Charmian Worker	Garden Cottage, S-u-W
Nikki Lloyd	The Laurels, Woodstock
Sue Duffy	Royal Oak, Burford
Ricki Lait	The Swan at Ascott
Anne Busby	Woodrush Tregarth
Linda Campbell	Cherry Cottages
Ali Buckley-Sharp	The Kingham Plough
John & Jenny Woodrow	The Jays, Carterton
Elizabeth Goody	Wheelgate House, Bampton
Jennie Lougher	Hedera Cottage, A-u-W
Pat Colson	Old Bakehouse, North Leigh
Stacey Strainge	Ducklington Farm
Jean Fletcher	Courtlands, S-u-W
Jane Lillywhite	Hillborough House
Amanda Matthews	Caswell House
Debby Rushbrooke	The Forge, Churchill
Alison Smallman	Hawthorn House, Witney

## 1. Welcome and Introductions

## 2. Business Rate Relief presentation

Presentation by Many Fathers WODC

Contact details: [mandy.fathers@westoxon.gov.uk](mailto:mandy.fathers@westoxon.gov.uk)

Download the presentation as a PDF

## 3. Marketing/Website Update

Presentation by Chris Jackson, detailing some of the key marketing campaigns and editorial that the Oxfordshire Cotswold have been included in so far in 2009, and some marketing trends that have been noted during the current financial climate, as well as some statistics from the Oxfordshire Cotswolds website.

Download the presentation as a PDF

## 4. Quality in Tourism presentation

Presentation by Shane Blackwell, Industry Relations Manager.

Contact details: [qualityintourism@uk.g4s.com](mailto:qualityintourism@uk.g4s.com)

Explained the difference between Visit England, Visit Britain, Tourism South East and Quality in Tourism.

Quality in Tourism offer 11 schemes altogether from the more popular ones like Serviced, Hotels, Self Catering and Caravan & Camping to the more unusual schemes for Pods, VW campers and Yurts. Additional schemes for welcoming walkers, cyclists, pets and families are done at the same time as your annual inspection.

Explanation as to how the Quality Assessment Scheme works and the benefits of participation.

Information on specific websites to browse -

[www.accommodationknowhow.co.uk](http://www.accommodationknowhow.co.uk) gives you all the legislative information with regard to your business and is FREE to all online accommodation businesses that are quality assessed by VisitBritain.

[www.eewizard.co.uk](http://www.eewizard.co.uk) This first of its kind service has been developed specifically for England's tourism community to enable the sharing of your content with Enjoy England, and each other utilising media network sites i.e Twitter, You-Tube and Trip Advisor.

[www.google.com/alerts](http://www.google.com/alerts) - Have a look at comments about you from other websites.

Registering your guests on arrival is required by law. All information about what details to take, and why it is necessary, is available on

[www.accommodationknowhow.co.uk](http://www.accommodationknowhow.co.uk)

## 5. Visitor Payback Scheme

WODC are thinking about creating a Visitor Payback Scheme, and require your help! We were thinking about working towards a “green” environmental project within West Oxfordshire that will be funded through the scheme. There are a few ways in which we can raise money for the projects, using donation boxes is one option. There would be additional publicity for any businesses that chose to actively get involved in the scheme.

If you are interested in being involved contact Chris Jackson  
[chris.jackson@westoxon.gov.uk](mailto:chris.jackson@westoxon.gov.uk)

## 6. Tourism South East Update

Update from Jeanette Howse, contact email: [jhowse@tourismse.com](mailto:jhowse@tourismse.com)

The new Chief Executive started in June, and the new Chairman has been going round and meeting everyone. They are both very proactive and supportive.

The BBO (Berks, Bucks and Oxfordshire) networking events this year proved very popular and the next event is being held on 3<sup>rd</sup> December at Heythrop Park, from 12-2pm. There will be a presentation from Take One Media who supply acrylic racking and leaflets which they will keep topped up.

The Oxfordshire Tourism Officers are again hoping to organise some familiarisation trips to each district across the County during 2010. These are opportunities for officers, VIC staff and accommodation providers to network and to see some of the attractions in neighbouring areas.

There are 11 businesses in the BBO area that have been nominated for the ExSEllence Awards, 1 of which is from West Oxfordshire (The Chestnuts, Shilton).

There are ongoing training sessions and workshops that are available to members and non-members of TSE. For details, please view the TSE website [www.industry.visitsoutheastengland.com](http://www.industry.visitsoutheastengland.com) these workshops/training sessions are heavily subsidised and offer information and support on a range of subjects. You can also view forthcoming training on our industry page on [www.oxfordshirecotswolds.org/industry](http://www.oxfordshirecotswolds.org/industry)

Jeanette is continuing to visit existing members. If you would like a visit, either for a general visit or for a first time visit, please contact her.

## 7. Any Other Business

- a) Tourism Forum 2009: 25<sup>th</sup> November at Blenheim Palace, from 6pm. Bernard Donoghue will be our guest speaker, and the new Visitor Guide and Tourism Strategy will be launched.
- b) Occupancy Figures for the EIS (Economic Impact Study) for 2008: Please can you send your figures to Chris Jackson as soon as possible.

**The next Sub-Group meeting will be in March 2009 – Date to be Confirmed.**