

Tourism Sub-Committee

Compendium of Reports to the Bursars' Committee 2017/18

Report from the Tourism Sub-Committee Bursar's Committee: 7th December 2017

There was a meeting of the Tourism Sub-Committee on 1th December 2017. Items discussed are summarised below:

- **Visit Cambridge and Beyond (VCB) – review of Workshop and continued membership –**
Mr Isaac introduced his report (as attached) detailing feedback from a VCB led workshop (to Bursars) on whether the value of Colleges being strategic partners of VCB.
- Mr Dix applauded the VCB but commented that the Colleges have yet to see any value from it. Miss Easterbrook commented that she has asked Ms Emma Thornton of the VCB at all stages of what has been delivered and what benefits the Colleges have gained from being a strategic partner; the response has been lacking whereas Cambridge BID and Meet Cambridge have always been able to produce tangible evidence of their value. Mrs Wordsworth agreed.
- It was agreed that the VCB deserved support and recognition for their efforts to make Cambridge more than simply a day trip destination; but this was an aspiration that required resourcing properly, and it was not a benefit that would add a great value to the objectives of Colleges.
- Mr Dix commented that even if the Colleges were not prepared to continue their support as a partner of the VCB they should continue to support on issues such as punt touts, management of coaches and tourist numbers.
- Mr Isaac concluded the discussion by indicating that while Colleges may not wish corporately to be a strategic partner, individual Colleges may well wish to continue an association via a member arrangement. He agreed to report the findings and recommendation of the Sub Committee to the Bursars' Business Committee.
- **5. Any Other Business** – Miss Easterbrook informed the committee that arrangements for the May Ball were as previous years.
- Mr Dix informed the committee that Darwin would be hosting a joint May Ball with St Edmunds College in 2018 due to their building project; the ball will return to Darwin in 2019.
- Ms Phillips informed the committee that Gonville and Caius have postponed their 2018 ball to 2019 due to their kitchen build project.
- Mr Isaac thanked Mark Wells and Babis Karakoulas for their valued contributions to this Sub Committee and wished them well for the future. Babis Karakoulas asked that Queens' continued to be kept informed of Sub Committee business.

The following Colleges were represented – King's, Darwin, Queens', Trinity Hall, Clare, Gonville & Caius, Corpus Christie. Apologies from St. John's and Trinity.

18th January 2018

Philip Isaac