

Summary of Meetings of the Bursar' Tourism Sub-Committee: 2018

During 2018 the Bursars' Tourism Sub Committee met on two occasions (22nd June and 13th December 2018). There was representation from King's, Darwin, Queens', Trinity Hall, Clare, Gonville & Caius, Corpus Christie. St John's.

The following is a summary of the business conducted:

- Colleges would not collectively remain a strategic partner of the Visit Cambridge and Beyond (VCB) and in future individual Colleges may wish to remain associated with the VCB, with membership costs being linked to financial benefit being received by said College. The Chair of the Bursars' Tourism Sub-Committee would, for the time being, remain a Director of the VCB. Emma Thornton (VCB) would approach Colleges on an individual basis with respect to them becoming a member of the VCB.
- The role of the VCB was further discussed, and in particular its role in promoting the 'Beyond' with Cambridge being viewed as the 'Gateway to the East'. The Sub Committee struggled to find support for this strand of VCB work and felt the focus should be primarily City centric, working on matters such as coach parking etc. The views will be passed to the VCB.
- An OpenPass scheme was being introduced by the VCB as a means of offering tickets to attractions from hotels and shops; King's has declined to participate in the scheme.
- A discussion paper on the merits of a Tourism Sub Committee was produced by Gonville & Caius, which sought clarification on the merits of such a Sub Committee, and its representation; it is for consideration that the title 'Tourism' was perhaps too narrow and the remit could be broadened to cover relationships with tenants, town and gown, community relations etc. The discussion continues.
- The Cambridge BID is applying for Purple Flag status where it will be assessed to determine whether the City is providing a safe night time economy.
- The Sub Committee agreed to meet termly, and further agreed to share information in open forum and submit an annual report to the Bursars' Committee.