

MINUTES FOR T3 MEETING Tuesday 5th January 2021 (No meeting – compiled from reports)

1 Present

2 Apologies Jenny.

3 Minutes of last meeting

REPORTS

Chairman

Thank you to all who contributed to the 2021 annual report for T3. This has been sent to John Lovell. Colin now a Director representing T3 on Council of Management – Had Zoom meeting in November, next meeting Thurs January 21st.

Colin has deposited with the archives in Alvin St - the last 18 years of minutes from the T3 meetings. NEW - Marketing Team to publicise G C T. headed up by Emily Gibbon – Maggie representing T3 on this committee.

Health and Safety Cards approved by Ian Hollingsbee - ACTION To send to Guides

Gift Aid – Richard Crowhurst to claim back (2 previous years monies) For G C T

Close liaison between T/G and Folk thanks to Roger an understanding where tours will start, and finish has been agreed.

G C T Jubilee- 50th anniversary to start at 2022 History festival. Colin will give Jenny some 'archive material relating to T/gs over the past 25yrs.

Colin

Bookings

Until Tier 4 is rescinded, the guided walks are in a state of suspended animation. I don't want to paint too bleak a picture, as I do have a late March fifty person booking from the military at Innsworth for a selection of guided walks.

Civic Trust website views taken from Google Analytics are positive, with over the past seven days, there were 67 users for 2020 (74 for the same period a year ago) looking at our site; however, this year users looked at more pages and bounced back (aka revisited the site) at a higher percentage rate. Presently, I have no plans to compile a duty guide from the Tower for 2021. We have guides prepared to take visitors around the city at short notice and I'm confident visitors can be accommodated.

Together with St Mary de Crypt, the cathedral and Ben Hau (Gloucester Head of Marketing) I have been involved with work we did on US Connections in 2018/2019. Ben updated Zoom participants that US connections under the auspices of visit England are expanding their horizons to include Canada. Ben will notify the church, cathedral, and the Civic Trust when visitors are arriving so that they can have a two-hour guided walk of the city with focus on the city and the other two venues.

Also, I have been successful in applying for Visit England funding to tweak our experiences for a domestic market and develop some new ones.

Roger

Training

No report from me, as training deferred until Covid-19 regulations permit resumption.

Chris

H O D

I have been invited to a History Festival zoom meeting on 11th Feb to talk about HOD this year. Depending on the outcome I will call a team meeting so we can start to make tentative plans for HOD 2021, Covid-19 rules permitting. **Paul**

Marketing

Marketing Committee: 15th December 2020 Emily Gibbon (chair), Sue Smith (Membership), Jason Smith (The Folk), Maggie Goodchild (Tours) Rose McDowall (The Tower), Jim Dillon (Publication and Website)

1) What do we want to do – Promote Gloucester Civic Trust add towards its 50th a. Survey Results from Sue, ideas to be shared. b. Mission Statement – what are our key areas? All need to look at this.

2) What do we need – ie banners/advertising. a. Update of membership form (JD) Last one designed 2015 – electronic membership form – Emily to speak to Helena
b. Car Stickers – old ones were yellow – do we want new ones? (Membership budget). c. Rebranding? What does the logo mean? Queens Voluntary award logos next to each other. Do we turn it gold for 2022?
d. Leaflets for annual events from Tower (Tower Budget), a part of printing budget comes to marketing group. e. Feather Flags – 10 – Emily to look into costs. f. Guides shout out
g. Gazebo? Sponsorship etc. h. Marketing - range souvenirs bookmark, mugs, fridge magnets
i. Tower – Ian Holt leaflets charged at 50p

3) Need to work as one. We've been allocated a budget – we need to back it up on what we will be spending that money on Next Meeting: Tuesday 12th January 7pm

Maggie

Tower & De Crypt

The Tower is closed for the winter. It is hoped to rebook the talks that were planned for this year. St Mary de Crypt. have a website, 'Discoverdecrypt.org.uk' and for those interested, can sign up for their monthly newsletter by email.

They plan to reopen on the 20th January, but this will be subject to restrictions in place at that time. I am sure we could arrange for trainee guides to have a tour of the church and schoolroom in the summer. Ted Edmunds is very knowledgeable and of course Bob & Joan Tucker are particularly good on the architecture. I am also willing to help with this.

Rita

Treasurer T3 Tours Committee Finance Report for 05 January 2021 – End of Year 2020

At the end of the period 1 Jan to 31 December 2020 the Guided Walks figures stand at:

Cash £632.50 + Invoices £ 640.69 Total Receipts £ 1,273.09.

There is, obviously no meaningful benefit in a comparison, but the headline figures as of 31 December last year were: £ 5,963.62 Total Guest number. 104.342.

Invoices include BACS Payment for 4 Gift Voucher tickets to be redeemed in 2021. Up to March we had 3 CT Talks at £90.00.

There has been no further progress on setting up a separate Tours bank account or the provision of a card payment facility. These will be revisited as and when the pandemic lockdown permits.

Dave

END

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