

**Swindon Hoteliers Meeting**  
**Monday 28<sup>th</sup> April 2008, 9.30am**

**Holiday Inn.**

**Attendees:**

Anna Boyle	(AB)	Tourism Skills Network
Ian Burgess	(IB)	Stanton House Hotel
Steven Choo	(SC)	Swandown Hotel
Michael Downie	(MD)	Marriott
Janice Leard	(JL)	Visitor Information Centre
David Lee	(DL)	Holiday Inn Swindon
Peter Neil	(PN)	Marsh Farm Hotel
Stephen Rees	(SR)	Express by Holiday Inn
Chris Sherman	(CS)	Hilton
Joanne Stagg	(JS)	Marriott
Alun Williams	(AW)	Head of Wiltshire Tourism Partnership
Nick Williams	(NW)	Swindon Designer Outlet
Sinclair Brown	(SB)	Swindon Borough Council
Lawrence Murphy	(LM)	Swindon Borough Council
Kathleen Day	(KD)	Swindon Borough Council

**Apologies:**

Rikki Hunt	SSEP
Francis Young	Pear Tree Purton
Mark Beedell	Hayley Conference Centre
Neil Brailsford	Menzies
Andrew Crankshaw	Jesmonds
Paul Brice	Lydiard Conference Centre

❖ **Round the Table.**

- DL- April has been a very good month. Struggling with conference business.
- JS- Introducing Michael. JS been voted onto Chamber of Commerce. Good first quarter overall with a slow January. Struggling with work permits.
- CS- Same patterns as above. Rooms good but banqueting figures could be improved.
- SR- Now implementing American style customer care training.
- SC- Business during week good but quiet at weekends.
- PN- Second year of ownership and best year of revenue. Quiet on weekends if no weddings.  
Spending huge amount on recruitment.

IB- Weddings going well.

NW- Now open until 8pm and new big stores coming in.  
Possibility to gain customers from Hotel residents?

❖ **Tourism Update Wiltshire.**

AW- Head of Visit Wiltshire Tourism Partnership. Will be using Wiltshire to improve the image of Swindon long term with the aim of helping to fill those weekend rooms.

Presented Ancient Modern brochure- Aimed at new markets, those who haven't been to Wiltshire before and those with an interest in heritage and history. Also will drive people to the website.

AW Demonstration of the [www.visitwiltshire.co.uk](http://www.visitwiltshire.co.uk) website

❖ **Tourism Update Swindon.**

Launch of Partnership

Trade. Postcards and Newsletters will be sent out to trade  
Public. @ Bath and West Show in May 28<sup>th</sup>-31<sup>st</sup> May which is a tangible demonstration to introduce the website to the public. Once the public launch is complete the Wiltshire launch will take place. This includes PR, local engagement, road shows and Visit Wiltshire to go out in trade.

SB- Demonstration of Visit Swindon Website.

[www.visitswindon.co.uk](http://www.visitswindon.co.uk) - going live very soon.

SC- Where is Town Centre boundary? Has had several different answers to this question.

**Action: SB to look into above point and feed back.**

**Action AW: Main request from Hoteliers from Visit Wiltshire Partnership is Skills, Help with Conferences and filling rooms at weekends.**

❖ **Tourism Skills Network Update**

AB- Has a First Aid Course available- 1 day on the 8<sup>th</sup> May £25 at Holiday Inn.  
Also Basic food hygiene 4<sup>th</sup> June.

**Actions Group: Contact AB ref requirements of above or for suggestions of further courses.**

SC- Is there an opportunity for onsite training? Eg- Fire training with check on site.

❖ **King Edwards Place**

LM – \*Planning application Petersham Hotels 198 rooms  
\*Turnpike- 102 rooms  
\*Jury's Hotel 229 Hotel (129) Apartments

\*Application in Drakes meadow turned down as it was deemed to far out of town and would undermine town centre development

Concern as 2000 beds currently within the Swindon area and 600 going through planning may result low occupancy rates.

**Action: SB to look into Hotel rumoured to be being built near the Outlet Village as currently no information to present.**

❖ **AOB**

Sally Pettipher leaving Science Museum to work for Wooden Spoon. Rod Hebden will be taking over 27<sup>th</sup> May. (Contact details pending)

❖ **Date and venue of next meeting.**

7<sup>th</sup> July 2008 9.30am  
Neil Brailsford from Menzies offered venue

**SB: to check with Neil and circulate confirmation.**