



islands
partnership

9th Annual General Meeting

Thursday, 14th October 2021

Housekeeping

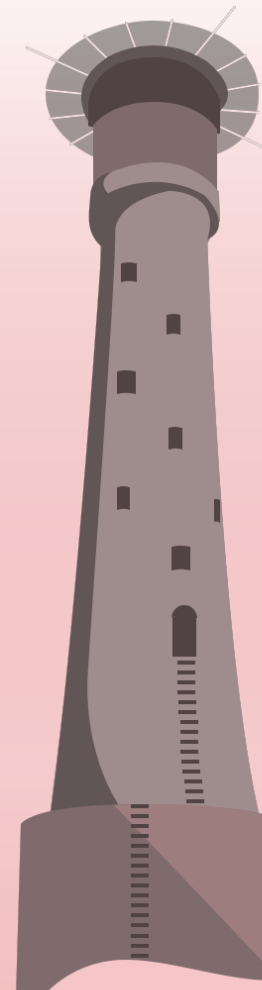
Executive Director, Nick Bond

Andrew Sells



Welcome

Chairman, Andrew Sells



Financial Report

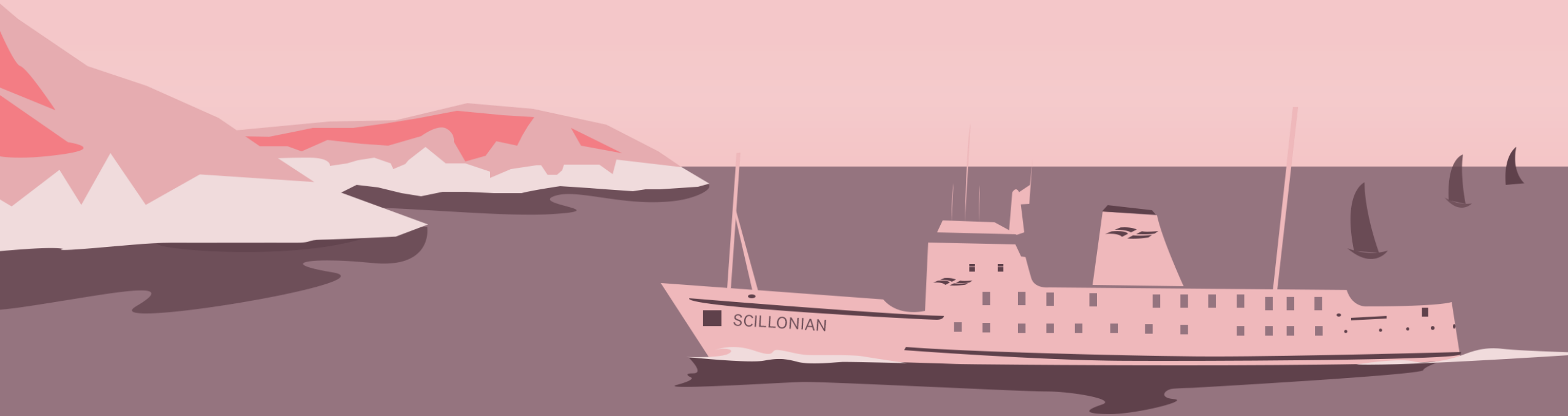
Executive Director, Nick Bond

Turnover & Other operating Income	2021	2020
Members' Subscriptions	£158,022	£166,639
Advertising & Marketing Contributions	£49,926	£127,965
Receipts from Visitors	£32,176	£81,269
Contributions to Salaries	£10,000	£10,000
Retail Sales	£7,488	£27,458
Arts Council Income	£14,780	£54,992
Other Income	£25,000	£25,000
Other Operating Income	£44,738	£5,730
	<u>£342,130</u>	<u>£499,053</u>

Cost of Sales & Administrative Costs	2021	2020
Opening Stock	(£7,854)	(£2,667)
Purchases	(£2,697)	(£14,201)
Advertising & Marketing	(£106,172)	(£199,093)
Visitors' Activities	(£261)	(£7,100)
Cultural Destinations	(£6,474)	(£61,885)
Closing Stock	£2,145	£7,854
ADMINISTRATIVE COSTS	(£170,028)	(£213,200)
	<u>(£291,341)</u>	<u>(£490,092)</u>

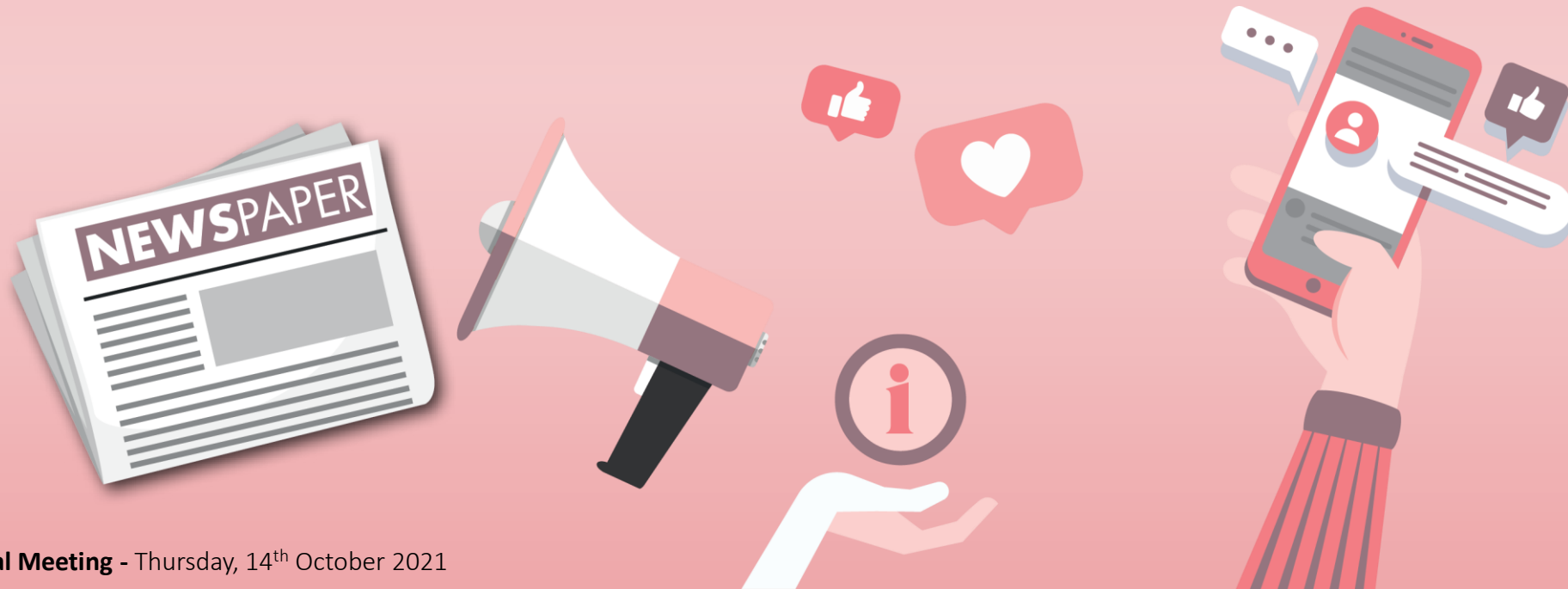
Executive Director's Report

Executive Director, Nick Bond



Marketing & PR Reports

Amanda Bond & Victoria Bond





Audiences

Local | Day | Season Fill | Season Extension



Events

Museum on the Move (MOM) | Dark Skies Week
Creative Scilly Festival | Heritage Invitational Weekend



Updating TIC Merchandise



Partnerships

Cornwall Air Ambulance | Visit Cornwall
Exeter Airport | Archant



Content

18 newsletters | 21 articles | 300 SM posts



Web

- #1 in Google
- Web sessions +59% YOY at 569,000
- Unique visitors +54% YOY at 410,438
- Page views +56% YOY at 2,155,663

In the top
20% of all
travel sites



Social

- 50K fans
- Instagram trebled in 2 years to 20K
- High engagement rates – up to 16%
- FB page reach 1.8 million in last year
- Loyalty to Scilly reflected digitally

FB Posts
viewed
2 million
times



Email database

- 90K subscribers
- Open rates up to 30%
- Valuable and effective

Top 3 objectives:

Continue to broaden reach and growth

Smarten-up our assets

Support our members and sectors

- Season fill, extension and day visits
- Sector support
- Active events programme
- New partnerships
- Social influencer programme
- Smarten-up our assets!

5 Key Themes

- Adventure seekers and the great outdoors
- Dog-friendly holidays
- Food and drink
- Nature haven – a mecca for extraordinary wildlife
- Go eco – low carbon footprint on island



PR Highlights

Titles not reached before for trips or solo destinations pieces include:



Suitcase Magazine
14 pages
Estimated AVE £78,750

House and Garden
2 pages
Estimated AVE £40,932

Hello! Magazine
8 pages plus cover headline and
IP Nick Bond quote – minimum
Estimated AVE £138,224

Conde Nast Traveller
6 pages
Estimated AVE £72,630

BRITAIN Magazine
7 pages
Estimated AVE £23,520

Forbes online
132 million monthly users

CNN
105 million monthly users

BBC Travel online (twice!)
179 million monthly unique users

Cornwall Life
Pitched and secured a dedicated
monthly page in Archant's glossy
Cornwall title – 14,000 readership.

Yearly Comparison

Pieces of Coverage to 14th Oct

2020

63

33 print
28 online
1 broadcast
1 Instagram
influencer

2021

47

30 print
13 online
4 broadcast
1 instagram
influencer

Press Trips

2020

8

4 print
3 online
1 broadcast
1 influencer

2021

14

9 print
1 online
3 broadcast
1 influencer
*(1 trip resulted in 4
pieces of coverage; BBC,
Britain, Telegraph
and Lijoma blog)*

Prioritise Instagram influencer activity:

April-October Campaign;

6-10 influencers with specific themes relevant to individual content

(day trips, wildlife, watersports, dog-friendly, wellness, short-breaks, heritage, barefoot luxury etc)

Target select media

but otherwise reactive to enquiries.

(Country Life, FOOD magazine, Sainsbury's magazine, S Magazine (Sunday Express supplement) and Vanity Fair to honour from 2019)

Day Trips

Day trips – will be an active part of certain influencers throughout the campaign but also through local press/media.

Cultural Development

Jeremy Brown & Tammy Bedford



Our Key Actions

1

We will work with all stakeholders and the community to advance the development and delivery of a new Museum for Scilly.

2

We will continue to identify ways of supporting and promoting creative industries on the islands.

3

We will ensure visitors are encouraged to experience and enjoy local arts and culture.

4

We will work with residents and families to provide access to a diverse range of high-quality cultural activities.

5

We will share our achievements and celebrate success to develop the profile of island culture through existing and new channels.

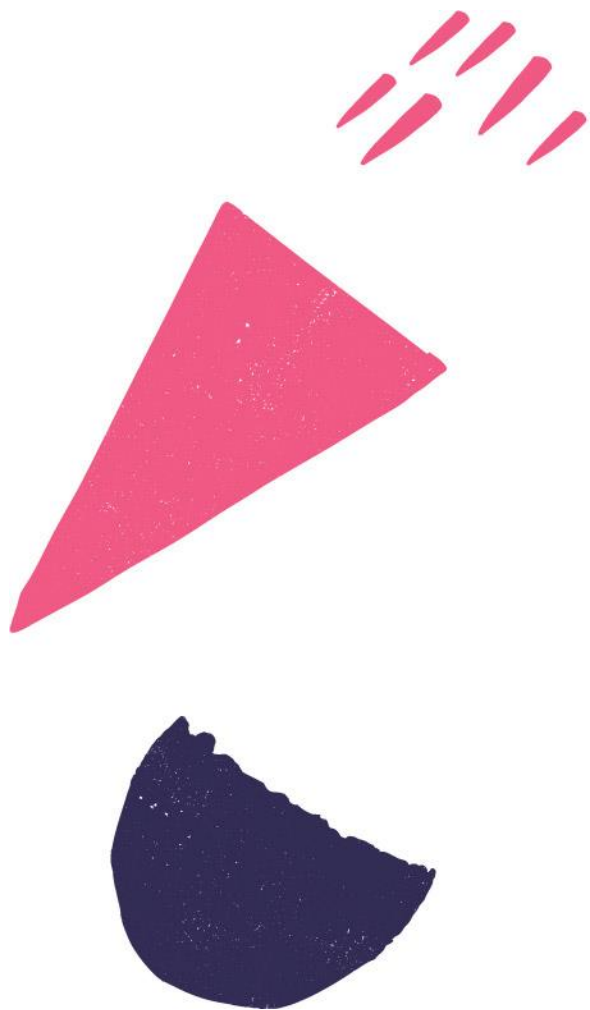
6

We will continue to engage influencers and partner organisations to access new funding streams which will help progress and sustain these ambitions.



Jeremy Brown & Tammy Bedford

Support for Scilly Creatives



Theatre on Scilly 2021



July
1st-2nd

Heartbreak Theatre 'Mr Stink'

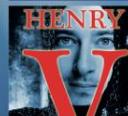
Five Islands Academy St Mary's July 1st
Island Hall St Agnes July 2nd



July
28th-31st

Miracle Theatre 'Starcrazy'

Pool Green St Martin's July 28th
Sea Garden Lawn Tresco July 29th
Chaplaincy Gardens St Mary's July 30th / 31st



Aug
6th-8th

Festival Players 'Henry V'

Chaplaincy Gardens St Mary's August 6th / 7th
Abbey Garden Tresco August 8th



Sept
18th-20th

Bash Street Theatre 'The Cameraman'

Five Islands Academy St Mary's September 18th / 19th
Sea Garden Lawn Tresco September 20th



Sept
24th-26th

Bec Applebee 'Oh Mary'

Five Islands Academy St Mary's September 24th
Island Hall St Agnes September 25th
Abbey Garden Tresco September 26th



Oct
19th-21st

Paddleboat Theatre 'Margo and Mr Whatsit'

Five Islands Academy St Mary's
Island Hall St Martin's



Oct
23rd-25th

Scary Little Girls 'Story Smiths'

St Mary's / Tresco

Jeremy Brown & Tammy Bedford

Raising our profile – Behind the Postcard



Jeremy Brown & Tammy Bedford

Museum & Culture Hub



Questions & Answers

Thank you