

**EXTRACT FROM THE MINUTES OF THE MEETING OF THE
HERITAGE AND TOURISM TASK AND FINISH GROUP
HELD ON 20 NOVEMBER 2018**

8. First Capital of Roman Britain / Britain's First Roman City

Katharine Sheppard, Communications Business Partner, together with Claire Taylor, Visitor and Cultural Services Manager provided a presentation to the Group on Branding and the importance of a tourism brand/strapline.

Katharine and Claire also assisted the Group in their discussions on a potential change to the current strap line 'Britain's Oldest Recorded Town'. Claire considered that it was important not to narrow down Colchester's appeal given Colchester had a lot to offer beyond its heritage, and many tourism stakeholders with non-heritage related businesses whilst many potential visitors were not engaged by history or the Romans. Katharine was of the view that a strapline shouldn't be too long, and should flow well when written down or read.

The Chairman welcomed the suggestion to test a potential change in strapline by starting an online public consultation and proposed recommending to Cabinet that 'Britain's First Roman City' be adopted for this purpose.

Philip Crummy was of the opinion that a change to the use of the term First Capital would be open to challenge from London but he welcomed the use 'Roman' within any new strapline as he considered it was this characteristic of the town which set it apart from others. He commented on the Visit Colchester use of the term 'More than Britain's Oldest Recorded Town' and was of the view that it would be more appropriate for this term to be 'Britain's Oldest Recorded Town and more'.

Councillor Barton explained that she had exchanged emails with Jonathan Pearsall who had first suggested the idea of a change in strapline, and he had confirmed his support for 'Britain's First Roman City' whilst Councillor Scordis indicated his preference for 'Britain's Oldest Recorded Town and more'.

The Group agreed to recommend to Cabinet that consideration be given to undertaking an online public consultation on a change to Colchester's strapline from Britain's Oldest Recorded Town' to 'Britain's First Roman City and more'.