

Minutes of the meeting of the Tourism Committee, held on 17th April 2019 in the Council Chamber at the Guildhall, at 6.00pm

Present: Cllr Mrs V Liote (in the chair)
 Cllr J Gisbey
 Cllr D Friend
 Cllr J Franklin
 Cllr P Graeme
 Mr S Laslett
 Ms L Mungall
 Mr R Ralph

Officer: Amandajayne Hollobon-Baxter

Also, in attendance: Chris Townend, Strategic Tourism Manager, DDC

10.04.19 APOLOGIES FOR ABSENCE

Apologies were received and accepted from Cllr's O'Donoghue (family commitment), Franklin (family commitment) and Holloway (prior engagement). Apologies were not received from Cllr's Dunay and Wood.

11.04.19 DECLARATION OF DISCLOSABLE PECUNIARY INTERESTS AND OTHER SIGNIFICANT INTERESTS

Miss L Mungall declared an interest in item 8 – Visit Kent.

12.04.19 MINUTES

Members received the Minutes of the Tourism Committee Meeting, held on 31st October 2019 and to consider any matters arising from those minutes not covered elsewhere on this agenda. Please note that these minutes have now been approved by full Council.

RECOMMENDATION: Approval of these minutes.

As Mr Laslett had to leave at 7pm Madam Mayor bought item 9 forward;

13.04.19 SANDWICH MEDIEVAL TRUST AND VISITOR CENTRE

The Trust was incorporated Summer 2018 and the lease between the Trust and DDC is almost complete. The first three years are rent free and there is a three-year breakpoint and then 5 years and then another 5 years break point within the lease. Land Registry cannot find drawings at present. Planning permission has been sought for a chimney flue in order to be able to make medieval bread etc. Fire retardant work is required in ensure the building is fit for visitors. Soft opening is hoped for June 8th/9th (Le Weekend). The building will accommodate approximately 20 people at any one time and a bid will be sought from National Heritage Lottery Fund in relation to the boat build and visitor centre. Letters of support will also be sought from STC/STBF, Visit Kent and Town Team.

RECOMMENDATION: This information be noted.

- 43.04.19 VISITOR INFORMATION CENTRE**
A written report by Ms A Hollobon-Baxter in relation to the restructure of Sandwich Town Council's tourism offering was noted by Committee.
RECOMMENDATION: This report be noted.
- 15.04.19 ECONOMIC IMPACT OF TOURISM – CAMBRIDGE REPORT**
A written report by Miss M Beardmore in relation to the Cambridge Report was discussed at length and Committee agreed to note this report and continue with this research for the 2019 report and approve the additional £200 pa cost within the tourism budget going forward.
RECOMMENDATION: Continue with this research at £200.00 plus vat per annum.
- 16.04.19 PRINTING OF THE TOWN GUIDE**
Report was discussed and it was agreed to print 40,000 copies of the newly designed Town Guide through SPC Design and Print.
RECOMMENDATION: Print 40,000 Town Guides through SPC Design and Print at a cost of £5750.00 plus vat.
- 17.04.19 TOWN GUIDE DISTRIBUTION**
A written report by Ms A Hollobon-Baxter in relation to how Town Guides should be distributed was discussed at length and Committee agreed that their preferred option would be as offered by Chris Townend who thought it may be possible to arrange for STC Town Guides to be distributed through DDC's Take One Media contract. If this was not a possible option, then Take One Media should be contracted by STC at a cost of £935.00 for 2019.
RECOMMENDATION: Utilise Take One Media for distribution either through DDC or direct.
- Mr S Laslett left the Committee meeting.
- 18.04.19 VISIT KENT**
A written report from Ms A Hollobon-Baxter was discussed and due to lack of funds to promote The Open 2020 it was felt necessary to temporarily suspend with this partnership with Visit Kent for this year only. This partnership would be reviewed again in readiness for 20/21 as Visit Kent have provided an excellent service. Miss Mungall also kindly agreed to remain on the Tourism Committee.
RECOMMENDATION: To temporarily break with our partnership with Visit Kent.
- 19.04.19 DDC PORTFOLIO HOLDER FOR TOURISM**
An update was read out by the officer as follows;
In terms of the District's work on tourism, Chris Townend, the District's Strategic Tourism Manager 's priority now is to complete the first draft of the District's new Tourism Strategy by the end of May. For the past three months the District has been consulting widely, which included the DDC hosted Tourism Workshop last month, which was attended by over 80 key stakeholders, including representatives from Sandwich - STC, the Sandwich Society, the Events Committee, and businesses. Our plan is to hold a number of open feedback session as soon as we have the first draft ready with the aim of launching a full

blown District Plan in June, implementation of which will be monitored by a new high level District Wide Tourism Advisory Board (yet to be appointed) drawn mostly from the sector. As well as national and international marketing and promotion of the District's tourism offer, a key focus of the Plan will be to encourage hotel and hospitality investment into the District given a priority will be to enhance the District's accommodation offer at all levels - on which the District is in conversation with a number of international investors.

On the 2020 Open, DDC has ongoing discussions with an international hotel group to provide some high-quality temporary accommodation in the week leading up and during the competition. A potential sponsor has been identified and discussion with them are now underway.

RECOMMENDATION: The information be noted.

20.04.19

DATE OF NEXT MEETING

To be confirmed after Mayor Making 2019.

DRAFT