

7th November 2012

At a meeting of the Tourism Committee of Sandwich Town Council held this day
present: -

The Mayor (in the Chair)
Councillor Carter
“ Mrs Laslett
“ Scollard
Mr Steve Laslett
Mrs Helen Leatherby

1. Apologies were received from Councillors Graeme, Moorhouse, Mrs Liote and Scott and Mr Collins.
2. The minutes from previous meetings were revisited and the following updates provided:
Meeting of 1st October 2012:
 - Permission has been granted by the Trustees of STBF for the SCEA event on the Guildhall forecourt.
 - The Mayor's Secretary has been in contact with Peter Richardson of the Environment Agency and Jon Holland of Halcrow. In order to progress the dialogue regarding street furniture, the latest full construction drawings will be required, and these are currently in production. Mr Richardson has agreed that once completed, copies of these drawings will be sent through to the Town Council after which further dialogue, including a meeting if necessary, can be arranged.
 - The working group to progress the 2013 visitors guide will be meeting on Friday 9th November.
 - A meeting has been arranged for Wednesday 21st November 2012 with the Mayor, the three Dover District councillors and the Chief Executive of Dover District Council, Nadeem Aziz, to discuss summer road closures.
 - No information from Action for Market Towns has been received as yet regarding road closures.Meeting of 9th October 2012:
 - The Tourism Committee budget of £5,000 has been put to the Finance Committee for consideration.
 - Cllr Mrs Laslett has had a meeting with Christ Church University regarding the visitor survey and unfortunately they are unable to undertake the scope of work that we had hoped in the current year. The original project brief is too large and the funding is not available. This is unfortunate because it would have been nice to have had a benchmark for future tourism work. However, there is some tourism related data available from Visit Kent that will be provided at the next meeting.
 - The missing sign from Seven Post Alley has not yet been re-instated. The Assistant Town Clerk will email Cllr Carter with the latest correspondence to see whether he can help progress the matter.
3. The notes from the 'Heritage & Tourism in Sandwich – a Vision and a Strategy' meeting were revisited and the following was discussed:

- There is still no sensible structure for sign posting on the Town Council's website. Mr Laslett will help Miss Fidler identify some changes that could be made (i.e. the Spiritual Heritage Trail is on the website but not the Town Trail or Town Guide).
 - How do we tap into organisations that promote cycling, walking, dining, golf, etc? There could be 'muster points' such as at the Quay conveniences where all this information is available in addition to the TIC. It was agreed that the 'Walkers are Welcome' scheme will be put on the next agenda for discussion.
 - There needs to be a strategy in place for distributing leaflets and information to other TIC's. The feedback from TIC's was that our new visitor guide was very well received but they didn't receive sufficient. The Town Clerk's office will work on formulating a pro-forma for requesting more leaflets or compile an email distribution list.
 - It was RESOLVED to RECOMMEND that all accommodation providers in Sandwich, not just those registered with Visit Kent, be included in the 2013 visitors guide. It is widely acknowledged that there are not enough beds available in Sandwich and so we should do everything possible to encourage the businesses that we have. However, a disclaimer will be included in the guide that Sandwich Town Council has not inspected any of the businesses.
 - The town council and town team are embarking on a Neighbourhood Plan that will consider the retail experience and visitor parking available in the town. Hopefully the plan will be in place soon to help inform the District Council's development plan.
 - It was agreed to revisit this document every other month for updates and to consider at the next meeting if a 'one year on' open meeting should be arranged in March 2013.
4. An update regarding the Waterfront Town Trail was provided by Cllr Mrs Laslett and Cllr Scollard. A clear plan cannot be identified until the work being undertaken by the Environment Agency is clarified, the Mayor will provide an update on this as soon as he is provided with any information. It was agreed that the Assistant Town Clerk will find out the cost of the original Town Trail information boards for the next committee meeting.
 5. An update was received from the Assistant Town Clerk regarding the proposed shops and signage maps at the Quay and Cattle Market Car Parks. It was agreed that the Assistant Town Clerk would ask Atlas UK Ltd whether a colour coded map (with dots in different colours to indicate the location of different services) would be an acceptable amendment for them.