

6<sup>th</sup> February 2013

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

The Mayor (in the Chair)  
Councillor Mrs Laslett  
    “ Moorhouse  
    “ Scollard  
Mr Steve Laslett

1. Apologies were received from Councillors Carter, Graeme, Mrs Liote and Scott.
2. The minutes from the meeting held on 9<sup>th</sup> January 2013 were revisited and the following updates provided:
  - An application form from WCCTA has been received in order to apply for funding towards the Waterfront Trail. It was agreed that Cllr Scollard will assist the Assistant Town Clerk with completion of the application form, it is expected that approximately £1,600 will be requested (£400 per information board). Renewal of our WCCTA membership may need to be reconsidered.
  - Mr Laslett will follow up with Bob Martin regarding promotional videos of Sandwich. Mr Laslett explained that his intention had not been for money to be spent on making videos but to see what already exists and what internet links could be made i.e. to You Tube.
  - The collection of contact details for visiting coach companies is ongoing.
3. The Sandwich Tourism Guide for 2013 is nearly ready to go to print, the text has been confirmed by the working group and Mr Laslett is sourcing high definition photos for the designer, Miss Fidler will remind Mr Laslett to chase this up. Cllr Moorhouse will confirm what financial contribution will be made towards printing by the Chamber of Commerce. In order to tap into distribution by WCCTA and the Cruise Terminal promotional event the finalised guide will need to go to printers the week commencing 11<sup>th</sup> February. Miss Fidler and Mr Laslett will ensure that this happens.  
Additionally, it was RESOLVED to RECOMMEND that 30 plastic brochure holders, at a cost of approximately £30 in total be purchased to give to local businesses along with a stock of the new town guides. Cllr Moorhouse will provide Miss Fidler with the necessary information.
4. Correspondence from Discover Britain regarding a Digital App was received and considered. It was agreed that although smart phone apps are an aspiration for the promotional strategy of the town, there is not the time required to pull this information together at the moment. It was agreed to ask Discover Britain to contact us again next year on the matter. In the mean time encouraging the availability of free Wi-Fi in the town would be a more useful endeavour.
5. Sandwich Community Events Association (SCEA) are aware that the re-enactment at last years Sandwich Celebration was incredibly popular and they would like to organise a similar event this year using the Guildhall Court Room. It was

RESOLVED to RECOMMEND to the Trustees of Sandwich Toll Bridge Fund that SCEA be allowed to hire the Court Room without charge on Saturday 11<sup>th</sup> and Sunday 12<sup>th</sup> May 2013 for the purpose of holding re-enactments. The Trustees are also asked to consider the availability of staff to conduct guided tours on these days, for example after each re-enactment a guided tour (for a charge) could be offered. It was also agreed that the Town Clerk will contact Mr Laslett regarding the Civic Service that is taking place on the 12<sup>th</sup> May to ensure that the two events are able to work in conjunction with each other and Mr Laslett can promote the Civic Service appropriately.

6. The correspondence regarding Love Your Local Market and the future of Sandwich Farmer's Market (or a variation thereof) was considered. After a lengthy discussion it was RESOLVED to RECOMMEND that the Town Clerk considers how much staffing time can be allocated to the organisation of a market and then Miss Weir will be invited to attend the next Tourism Committee meeting to brainstorm and plan what can be done in 2013.
7. Atlas UK are potentially open to changes being made to the map that is used in the two A0 notice boards (at the Quay and Cattle Market conveniences). The context of this enquiry had been the need to highlight the location of shops and services in the town and these two notice boards are in suitably prominent positions. However, it was agreed that this work is not a priority at the present time, the matter can be put back on the agenda in the future if requested.  
Concern was expressed that the proposed location of the new 'Town Centre' sign in Seven Post Alley is completely inappropriate (on a lamppost several metres into the Alley) and will not be visible to the people who require directing.
8. The report 'The Economic Impact of Tourism on Dover 2011' was received and considered. It was agreed that a letter be written to DDC asking what strategic outcomes and conclusions have been reached as a result of this report. The report will then be returned to the Tourism Committee once this information has been ascertained.