

SANDWICH TOWN COUNCIL TOURISM COMMITTEE

Minutes of an Ordinary Meeting of Sandwich Town Council's Tourism Committee on Wednesday 2nd May 2013 in the Council Chamber, Guildhall, Sandwich at 6.00pm.

Present: **The Mayor (in the Chair)**
 Councillor Mrs Laslett
 “ **Mrs Liote**
 “ **Moorhouse**
 “ **Scollard**
 “ **Scott**
Mr Shane Godwin
Mr Steve Laslett
Mr Andy Lester

Officer Present: **Miss L Fidler**

1. APOLOGIES FOR ABSENCE

Apologies were received from Councillor Graeme due to a work commitment. And the Mayor welcomed Shane Goodwin to the committee.

2. DECLARATION OF DISCLOSABLE PECUNIARY INTEREST AND OTHER SIGNIFICANT INTERESTS

There were no declarations of Disclosable Pecuniary Interest or Other Significant Interest from the Councillor Committee members.

3. RECONFIRM ACTIONS FROM MEETING OF 6th MARCH 2013

The following actions from the unofficial meeting of 6th March 2013 (this meeting had not be quorate) were confirmed:

- It was agreed that the Clerk to the Trustees will be asked consider whether SCEA can hire the Court Room for re-enactments on Saturday 11th May, she will take into account Trustees decision on the matter from the meeting of 4th March 2013.
- **RECOMMENDATION: A meeting be arranged in September by the Tourism Committee to discuss the vision for our town, the outcome of this meeting could then be incorporated into the Neighbourhood Plan.**
- **RECOMMENDATION: Mr Laslett be allowed to represent the town council on the WCCTA Executive Committee.**

4. WATERFRONT TOWN TRAIL

Members received the draft text for three trail boards and it was agreed that this text would be put on the Sandwich Town Council and Sandwich Events websites so that the content can be critiqued.

The Waterfront Town Trail Team (Cllr Mrs Laslett, Cllr Scollard, Mr F Andrews and Mr R Harlow) will move forward with identifying artwork to accompany text and the proposed content will be sent to Jon Iverson for scrutiny. This group will also make contact with DDC to find out what issues (such as the materials required) will arise at the planning permission stage. It was also confirmed that the grant from WCCTA has been approved for this project and £500 will be received.

5. CINQUE PORTS WEBSITE

Members received various correspondence regarding the www.thecinqueports.com website.

RECOMMENDATION: Sandwich Town Council populates the ‘Sandwich’ page of this website, existing tourism information (i.e. links to the SCEA website) can be used, time does not need to be spent on producing new information.

6. EAST KENT CITY OF CULTURE 2017

Members received a newspaper article about this proposal. It was clarified that all of East Kent is forming a ‘virtual city’ in order to be eligible for this award. We will watch with interest and be proactive if East Kent get through to the next round, the Committee fully supports this proposal in principle.

7. ECONOMIC IMPACT OF TOURISM IN 2011

Members received an update from Sandra Killick on this report, this information was noted.

8. BUDGET

Members received an update from the Assistant Town Clerk regarding the budget and the funds currently available to the Tourism Committee.

RECOMMENDATION:

£1500.00 will be allocated for producing a new visitor guide*

£182.60 will be used to purchase 30 x 4 Tier 1/3 A4 Literature Holders

£33.00 will be used to purchase 30 x 1/3 A4 Single Literature Holders

*** RECOMMENDATION: The working party who produced the Town Guide (Cllr Mrs Laslett, Cllr Mrs Liote, Mr Laslett, Mr Lester and Miss Fidler) will work to produce a new leaflet aimed at visitors who are in the town for a short amount of time.** The plan is to produce a leaflet that will be much more succinct and cheaper to produce than the current town guide and the intention will be to share it with visiting groups, such as coach parties who are limited to the number of leaflets they are given [this discussion had previously been Item 12 on the agenda].

9. GUILDHALL FORECOURT MARKETS

RECOMMENDATION: Sandwich Toll Bridge Fund organises a ‘Harvest Celebration & Apple Fayre’ in September 2013. Cllr Watts will try to identify if there is an ‘umbrella’ organisation that works with the local farmers that could be involved. And the Clerk to the Trustees will be asked to consider what staffing hours are available for this event.

The success of this event will then help shape what can be achieved in 2014. Mr Laslett clarified that the current voluntary organisers are already stretched to their limits with annual events and as such do not have the time to organisation anything on behalf of STC/STBF.

10. ‘POP UP’ Events

Members were informed that Visit Kent have recommended ‘Pop Up’ events as a good way to encourage visitors (‘Pop Ups’ can include such things as temporary shops, restaurants, gardens, galleries, cinemas and festivals).

It was acknowledged that although these can be a very good public relations exercise the man-power to organise these events is not currently available. Cllr

Moorhouse agreed to mention the matter at the next Chamber of Commerce meeting as Pop Up events often take place when local businesses are receptive to their enterprises being used creatively.

11. SANDWICH AS A FILM LOCATION

Members were informed that KCC/Visit Kent keep a list of film locations. Miss Fidler will find out more information and bring it back to the committee.

12. MARKETING TO CRUISES AND COACHES

See 'Item 8'.

13. WCCTA AGM

Members received the minutes of the WCCTA Annual General Meeting of 26th March 2013 and they were noted. Miss Fidler will check that the Town Clerk receives all the WCCTA meeting minutes, not just the AGM.

DRAFT