

**Minutes of the meeting of the Tourism Committee, held on 14<sup>th</sup> August 2013, at the Guildhall, at 6.00pm**

**Present:**       **The Mayor (in the Chair)**  
                  **Cllr Mrs S Laslett**  
                  **Cllr M W Moorhouse**  
                  **Cllr J P Scollard**  
                  **Mr S Laslett**

**Officer:**       **Ms T Weir**

**31.8.13           APOLOGIES**

Apologies were received and accepted from Councillor Daw, Councillor Graeme and Councillor Scott, as well as Mr Lester. No apologies were received from Councillor Sneller or Mr Godwin.

**32.8.13           DECLARATION OF DISCLOSABLE PECUNIARY INTERESTS  
AND OTHER SIGNIFICANT INTERESTS**

No disclosable pecuniary interests or other significant interests were declared.

**33.8.13           MATTERS ARISING FROM THE MINUTES OF 2<sup>nd</sup> MAY 2013  
NOT COVERED ELSEWHERE ON THE AGENDA**

Item 3: WCCTA representative – Mr Laslett attended the WCCTA meeting of 23<sup>rd</sup> July. It was agreed that feedback from WCCTA meetings should be a standing item on future Tourism Committee agendas.

**RECOMMENDATION: That feedback from WCCTA meetings should be a standing item on future Tourism Committee agendas.**

Item 4: Waterfront Town Trail – The Committee felt that the necessary words, graphics and designs should be prepared in order to obtain grant funding within a twelve-month time limit. Further details would be needed from Dover District Council regarding timescales and the information required to apply for funding. Councillor Scollard offered to liaise with DDC, although he did not as yet have the relevant contact details.

**RECOMMENDATION: That Town Council staff should obtain the relevant contact details from Dover District Council in order that Councillor Scollard may liaise with them regarding timescales and the information needed to apply for funding.**

Item 5: Cinque Ports Website – This information was noted.

Item 8: Budget – There is currently no plan to monitor distribution and top-up of tourism leaflets around Sandwich. It was agreed that a review of the situation ahead of next year's reprint should be carried out by the Committee at its autumn meeting.

**RECOMMENDATION: That the Committee review the production, distribution and top-up of leaflets around Sandwich, ahead of next year's reprint, at its meeting on 13<sup>th</sup> November.**

### 34.8.13 TOWN SIGNAGE

- The Committee received and considered a Kent County Council leaflet, “Tourist Signing on Local Roads”. It was felt that Sandwich suffers from lack of tourist signage on its approach roads from Dover, Deal and Thanet.
- a Mr Laslett had raised this issue with WCCTA but had been advised it was best for the Town Council to lead the process of obtaining such signage.
- RECOMMENDATION: That the Town Council consider the lack of tourist signage on approach roads to Sandwich from Dover, Deal and Thanet, and investigate the possibility of tourist signage directing visitors to Sandwich as “the most complete Medieval town in England”.**

### 35.8.13 TOURISM & NEIGHBOURHOOD PLANNING MEETING

The Committee supported having a Neighbourhood Planning meeting centred on developing tourism in Sandwich, as part of a series of meetings and consultations to feed in to the Neighbourhood Planning process. There was a recollection that this proposal had been approved by the Town Council earlier in 2013. The Chamber of Commerce plan to invite David Foley (Dover & District Chamber of Commerce) to this meeting, and it was suggested that the Town Council should invite the Leader of Dover District Council, Cllr Paul Watkins, and the DDC Portfolio Holder for Skills, Training, Tourism and Culture, Cllr Kit Smith. The draft poster / information sheet supplied by Mr Laslett was approved as the basis for the agenda of the meeting. Given that the scheduled date for the meeting is 19<sup>th</sup> September, it was strongly felt that approval by the Town Council for the agenda (based on the present Minutes) would come too late for sufficient publicity to be issued well in advance of the meeting. It was therefore felt that progress should be made immediately on publicity, using the proposed agenda set out by Mr Laslett.

#### **RECOMMENDATIONS:**

**(i) That, subject to confirmation of prior agreement to this meeting by the Town Council, and the Committee having given its approval of the draft poster / information sheet supplied by Mr Laslett as the basis for the agenda of the meeting, publicity be expedited immediately by the Town Team in order to give local residents and businesses sufficient notice of the meeting and its purpose.**

**(ii) That, in order to give sufficient notice of the meeting and its purpose, the Town Council office should write immediately to the Leader of Dover District Council, Cllr Paul Watkins, and the DDC Portfolio Holder for Skills, Training, Tourism and Culture, Cllr Kit Smith, inviting them to the meeting.**

### 36.8.13 GUILDHALL FORECOURT MARKETS

The proposal for a “Harvest Celebration and Apple Fair” in September 2013 came about after discussion regarding themed markets to replace the monthly Farmers’ Market. The previous Mayor, Cllr Watts, had made some progress approaching Brogdale and Bradley’s regarding support for and participation in a fair and Mr Lester had said he would be willing to

progress the proposal. It was felt that momentum had been lost through the cycle of quarterly meetings.

**RECOMMENDATION: That the proposal for a “Harvest Celebration and Apple Fair” should be revisited at the Tourism Committee meeting of 12<sup>th</sup> February 2014.**

**37.8.13 CINQUE PORTS PROMOTION**

The Committee considered a memo by Miss L. Fidler, Town Clerk, regarding a suggestion made by Paul King, Rye Bay Marketing, proposing development of a local engagement plan to promote High Streets. It was felt that the proposal had considerable crossover with the Neighbourhood Planning process.

**RECOMMENDATION: That no further action be taken.**

**38.8.13 TOURIST INFORMATION CENTRE**

The Committee considered a document from *Visit England* regarding services that could be offered by the Tourist Information Centre. It was felt that many of the suggestions, for example around social media, were not appropriate for Sandwich at this time though there may be further potential for publicising local businesses.

**RECOMMENDATION: That the document be noted and no further action taken at present.**

**39.8.13 KENT FILM OFFICE**

The Town Clerk’s efforts to liaise with Kent Film Office were fully endorsed. The Committee also discussed the need for a set of brief promotional video clips and stills to promote the town to film and TV companies.

**RECOMMENDATIONS:**

**(i) That the Town Clerk continue to liaise with Kent Film Office to publicise Sandwich to film and TV companies.**

**(ii) That the Town Clerk examine the budget and report back to the Committee on the funds that may be available in order to finance the production of video clips and stills to promote the Town.**

**40.8.13 HERITAGE OPEN DAYS WEEKEND**

The Committee received and noted a verbal update from the Proper Officer regarding the forthcoming Heritage Open Days Weekend in Sandwich (14<sup>th</sup> and 15<sup>th</sup> September 2013). The Committee was informed that fourteen venues would take part this year, including two that have not previously done so, and that the organiser would be applying to the Sandwich Toll Bridge Fund Trustees for permission to display a publicity banner for two weeks prior to the Weekend.

**RECOMMENDATION: That the Town Council office should contact the organiser for any supplementary information which it would be useful to display on the Sandwich Events and Open Sandwich websites in order to publicise the Heritage Open Days Weekend.**

**41.8.13 CORRESPONDENCE**

(i) Letter from *Quality in Tourism* regarding 50% discount on joining fees and commission for TICs: this letter was received and noted.

**RECOMMENDATION: That no further action be taken.**

(ii) Recent guidance from Dover District Council regarding flyposting: the guidance was received and noted.

The next meeting of the Committee will be held on **13<sup>th</sup> November 2013** at 6pm at the Guildhall.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_