

Minutes of the meeting of the Tourism Committee, held on 13th November 2013, at the Guildhall, at 6.00pm

Present: Cllr P Graeme (in the Chair)
Cllr Butcher, The Mayor
Cllr Mrs S Laslett
Cllr R A Daw
Cllr B A Scott
Mr S Laslett

Officer: Mrs Michalina Miaskiewicz

20.11.13 APOLOGIES

Apologies were received and accepted from Councillor Scollard who was on holiday and Cllr Moorhouse who had a work commitment. Mr Godwin and Mr Lester have left the committee.

21.11.13 DECLARATION OF DISCLOSABLE PECUNIARY INTERESTS AND OTHER SIGNIFICANT INTERESTS

No disclosable pecuniary interests or other significant interests were declared.

22.11.13 MATTERS ARISING FROM THE MINUTES OF 14 TH AUGUST 2013 NOT COVERED ELSEWHERE ON THE AGENDA

No matters were arising from previous meeting.

23.11.13 BUDGET

Cllr Mrs Laslett and Mr Laslett are working with Sandwich Technology School and Christ Church University in Canterbury to see whether a student project could be undertaken to promote the town, a meeting with the University's Social Media Group will be held on Friday 15th November. The use of short promotional video clips from around the town will also be considered. The Public Convenience Attendants collect information about visiting coach companies, this information will be shared with the students to use as part of their project work.

RECOMMENDATION: That the remainder of the Tourism Budget (£330.00) be used to for students expenses while working on website videos project.

24.11.13 WHITE CLIFF COUNTRY TOURISM ASSOCIATION

Cllr Butcher entered the meeting this point.

An update was received from Mr Steve Laslett. The Tourism Committee has now received £500 from WCCTA for Waterfront Town Trail boards. The committee now will have to consider how to raise the missing fund of £150 to cover all the cost (see item 26.11.13).

At the 'Tourism in Sandwich – How should it develop?' meeting the public were very happy with the tourism work being undertaken in the town.

More promotional literature needs to be sent towards the Faversham area in the future. Cllr Mrs Laslett suggested that more should be done to open

historic buildings (including the Guildhall) to the public, the Town Sergeant is not available all the time due to other work commitments, but possibly a group of tourism volunteers could be employed?

RECOMMENDATION: That WCCTA be asked to arrange more events involving access to historic buildings, that the Guildhall can be part of.

25.11.13 PROMOTIONAL LITERATURE

The first draft of the 'A Day Out In Sandwich' leaflet will be ready soon with the designer and a new town map is being devised.

RECOMMENDATION: That 12,000 Sandwich Town Guide 2014 be produced, the 2013 guide with a few updates will suffice.

26.11.13 WATERFRONT TOWN TRIAL

Cllr Scollard has received quotation for three display boards similar to those used for the Town Trail, the total cost would be £650. DDC has accepted the quote and set a grant for £500.

RECOMMENDATION: That the additional £150.00 be funded by Sandwich Town Council.

27.11.13 DATE AND TIME OF NEXT MEETING

The next meeting of the Committee will be held on **12th February 2014** at 6pm at the Guildhall.

Signed: _____ Date: _____