

Minutes of the meeting of the Tourism Committee, held on 12th February 2014, at the Guildhall, at 6.00pm

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

Officer: **Miss K Streatfeild**

19.02.14 APOLOGIES

Apologies were received and accepted from Councillor Daw.
No apologies were received from Councillor Sneller.

20.02.14 DECLARATION OF DISCLOSABLE PECUNIARY INTERESTS AND OTHER SIGNIFICANT INTERESTS.

No disclosable pecuniary interests or other significant interests were declared.

21.02.14 MATTERS ARISING FROM THE MINUTES OF 13th NOVEMBER 2013 NOT COVERED ELSEWHERE ON THE AGENDA

Item 7: Waterfront Town Trail – Councillor Scollard presented a written quote from AEC for 3 display boards, which was discussed at the last meeting. The specifications of which are agreed with Dover District Council. The quote mentioned at that meeting was a verbal one, and the written quote is significantly higher.

RECOMMENDATION: That two more written quotes are sought for the specification of design and production agreed with DDC, in order to choose the most cost-effective source for the display boards.

22.02.14 PROMOTIONAL LITERATURE

Councillor Moorhouse entered the meeting at this point

The committee explained that amendments to the Town Guide 2014 were already in hand. The £500 grant from the Chamber of Commerce has been approved and so 12,000 leaflets can be produced. Mr Laslett added that demand for the Town Guide is very high, and this figure would probably still not be enough.

The Committee discussed the A3 handout with advertising, and it was felt that it is surplus to requirements.

The Committee discussed various distribution methods and options. It was AGREED that an update on the distribution of leaflets would be given at the next Committee Meeting.

Councillor Mrs Laslett suggested that TIC staff checked leaflet boxes on a regular basis in case they need replenishing.

Councillor Graeme suggested that the Town Clerk appeal to all Councillors for assistance with distribution.

RECOMMENDATION: That this information was noted.

23.02.14

TOURIST INFORMATION CENTRE REPORT 2013

The report was thought to be very helpful. It was felt that it would be a good idea that TIC staff check and reorder stock at the end of the previous season to ensure that stock was all received and ready for April 1st.

Bulk ordering of stock was suggested to improve cost efficiency. To progress this, Mr Laslett was advised to initially discuss the matter with the Town Clerk and then seek approval from Sandwich Town Council.

Mr Laslett enquired about the Recharge for Tickets budgeted item. The Town Clerk was asked to clarify this matter.

Other suggested Sunday openings were the 11th, 21st and 28th September and Easter Sunday.

RECOMMENDATION: That the TIC be opened from April 1st to 31st October 10am – 4pm Monday – Saturday and the following Sundays –

Easter – 20th April

Sandwich Celebration – 11th May

Le Weekend – 8th June

Little Gardens of Sandwich – TBC

Folk ‘N’ Ale Weekend – 13th July

Sandwich Festival – 24th August

Heritage Open Days – 11th September

Sandwich Arts Week - 21st September & 28th September

24.02.14

GUILDHALL FORECOURT MARKETS

The Committee received and considered a report from Miss L Fidler. It was felt that the Harvest Celebration and Apple Fair would be difficult to progress currently, especially as the Guildhall staff do not have the capacity to take this project on at the moment.

RECOMMENDATION: That this matter be put on hold until there is more staff time available to devote to it.

25.02.14

WHITECLIFFS COUNTRY TOURISM ASSOCIATION

The Committee received the minutes of a WCCTA general meeting held on the 10th December 2013, and then and noted a verbal update from Mr Laslett regarding the progress of the Association. WWCTA are underperforming and struggling to see the way forward. This is due to restrictions in funding (available budget).

RECOMMENDATION: That this information be noted.

26.02.14

SANDWICH CELEBRATION

Councillor Moorhouse left the meeting at this point.

The Committee received and noted a verbal update from Mr Laslett. Things are going well with this and organising the Food Fair. There are expected to be at least 40 stall holders. Councillor Mrs Liote is leading on this event. The Discovery Park has been very supportive in getting this event up and running. There will also soon be a large article in Kent Life Magazine.

It was felt that Councillor Mrs Liote should have been invited to the meeting, in order to give a personal update.

Mr Laslett added that there is an issue over the electricity supply during events like these. The fuse box is in danger of overloading.

It was suggested that we get estimates for an updated power supply and then recommendations can be made to put scope in the budget in the next financial year.

Another point noted was that the Guildhall Licence does not extend to the Forecourt. This means that stall holders have to have their own licence.

RECOMMENDATIONS:

That the Trustees of Sandwich Toll Bridge Fund be asked to consider the following:

(i) That we seek estimates for an updated power supply for outside events, for consideration in a future budget.

(ii) That we explore the implications of extending the Guildhall Licence to the forecourt.

27.02.14 GUILDHALL TOURS

The Committee received and considered the report from Miss Fidler. It was clarified that the tour does include the Museum. The Mayor expressed concern regarding the insurance implications of volunteers conducting tours of the Guildhall. It was agreed that the Guildhall staff should take on the tours in the first instance.

RECOMMENDATIONS:

(i) The event organisers would be happy to promote the tours.

(ii) A pay at the door system is adopted, perhaps at the TIC, as they have facility for taking payments.

(iii) That tours take place on the following dates:

Easter - 19th & 20th April

Sandwich Celebration - 10th & 11th May

Le Weekend – 7th & 8th June

Little Gardens of Sandwich – TBC

Folk ‘N’ Ale Weekend – 12th & 13th July

Sandwich Festival – 23rd & 24th August

Heritage Open Days – 13th & 14th September

Sandwich Arts Week – 20th, 21st, 27th & 28th September

(iv) That the Guildhall staff take the tours, and we put the suggested dates to them.

28.02.14 MEDIEVAL BOAT PROJECT

The Committee received and noted a verbal update from Mr Laslett. There is some confusion between the parties involved, regarding planning regulations and the best course of action for this project.

RECOMMENDATION: That a meeting takes place between The Mayor, Councillor Graeme, Steve Laslett, Bob Martin and Bob Mills to discuss the plans for this project, which currently includes plans for use of the Fishergate.

29.02.14 SANDWICH ARTS WEEK 20th – 28th SEPTEMBER

The Committee received and noted a verbal report from Councillor Mrs Laslett and Mr Laslett. It was confirmed that funding from SCEA had already been made available, and initial plans for this visual arts event were already underway. Leaflets will be distributed shortly to advertise for artists to take part. Longer term, Sandwich Technology School may be approached to take part. St Peter’s Church has been booked to host the core of the exhibition for

all ten days from 20th to 28th September. Another event is planned for the Empire Cinema. Open studios can also be incorporated. The purpose is to have an event at a time when the weather is still good, but there are no other events taking place in Sandwich.

Most events would be free, but larger, more professionally organised events could be ticketed.

It was suggested that perhaps the Guildhall could take part by showing artwork in available rooms during that week in September. It was understood that prior bookings must take priority and that the exhibition could only be viewed when the rooms were not in use. This would involve the use of free-standing display boards, as the Guildhall walls could not be used for display. However, these boards could be made available.

RECOMMENDATION: That the Toll Bridge Fund and the Town Sergeant are consulted with regards to providing exhibition space for this event.

30.02.14 DATE AND TIME OF NEXT MEETING

The next meeting of the Committee will be held on 21st May 2014 at 6pm at the Guildhall.

Signed: _____ **Date:** _____