

Minutes of the meeting of the Tourism Committee, held on 21st May 2014 at the Guildhall, at 6.00pm

Present: **The Mayor (in the Chair)**
Cllr Mrs P Russell
Cllr B A Scott
Cllr M W Moorhouse
Cllr R Daw
Cllr J Sneller
Mr S Laslett

Officer: **Miss K Streatfeild**

24.05.14 **APOLOGIES**

Apologies were received and accepted from Councillor Scollard who had another engagement, and Councillor Mrs Laslett who was on holiday.

25.05.14 **DECLARATION OF DISCLOSABLE PECUNIARY INTERESTS AND OTHER SIGNIFICANT INTERESTS.**

No disclosable pecuniary interests or other significant interests were declared.

26.05.14 **MATTERS ARISING FROM THE MINUTES OF 12th FEBRUARY 2014 NOT COVERED ELSEWHERE ON THE AGENDA**

Item 4: Promotional Literature Mr Laslett suggested that we should seek paid distribution services in order to help with the distribution of our event leaflets.

Item 8: Sandwich Celebration Mr Laslett reported that Councillor Mrs Liote should be congratulated on her efforts organising the Sandwich Celebration and Food Fayre. Councillor Mrs Liote has suggested that she would be happy to organise this again. The Mayor endorsed these congratulations and is very pleased that Councillor Mrs Liote has offered to organise this event again next year.

The electricity supply issue has been investigated and there are a couple of possible solutions. One option would be to install a pop out of the ground power supply, but the cost of installation is not known. The other option could be to rewire aspects of the Guildhall, although it is also unknown what would be involved in this.

Councillor Scott mentioned that Age Concern provided a top-up power supply for this event and asked that they be formally thanked. Mr Laslett will write to Age Concern at Sneller House. Mr Laslett then explained that there were too many stalls for the generator and the cost of accessing power supplies at local establishments was very small compared to the cost of hiring a second generator. A further idea, suggested by Councillor Scott and Councillor Sneller, would be to access the power box in the centre of the forecourt - which is used by the Christmas Lights Committee.

Item 10: Medieval Boat Project There are still issues with progressing this project. The Environment Agency needs to be happy with the project before it can be put before the Pre-Planning Committee at Dover District Council, however, the Environment Agency have not finalised the layout of the site, particularly regarding issues with trees in the area. A written plan for the development of the Fishergate has also yet to be provided.

Item 11: Sandwich Arts Week 20th - 28th September

Councillor Mrs Russell entered the meeting at this point

Mr Laslett asked if it has been agreed that the Guildhall can participate in the Arts week. He had suggested that the art work in the Guildhall be part of the Arts week, as well as free-standing boards being put up (perhaps in the Bar) to display artists work. The Town Clerk and Town Sergeant have been asked to clarify this.

RECOMMENDATIONS:

(i) That the improvement of the electricity supply for events be progressed and that Councillor Sneller investigate use of the forecourt power box.

(ii) Mr Laslett to progress the plans for the Medieval Boat Project.

27.05.14

WATERFRONT TOWN TRAIL DISPLAY BOARDS

The committee received the report from Miss Karen Streatfeild, detailing the quotes received for the Waterfront Town Trail Display Boards obtained by Councillor Scollard. The Committee members asked if the prices included installation of the boards, where these boards would be placed in the Town and how much the lettering would be (as an addition to the quotes not including lettering). Mr Laslett also mentioned that the cost has escalated due to the insistence of Dover District Council to have the boards produced to the same specification as their existing signs (black with gold lettering). He explained that if the original board specification was used the cost would be significantly lower. The original plan was also to have the text in the board removable and therefore updatable when necessary.

RECOMMENDATION: That these issues be clarified by Councillor Scollard before the next meeting.

28.06.14

TOURIST COMMITTEE BUDGET

The committee received the report from Miss Karen Streatfeild regarding the Tourism Committee budget. Mr Laslett explained the current methods of distributing the tourism leaflets. He then suggested using a leaflet distribution company, having already obtained a quote from one such company of £10 for every 1,000 leaflets distributed. This would significantly aid distribution of our tourism literature.

Councillor Moorhouse entered the meeting at this point.

Mr Laslett mentioned WCCTA and their developed use of social media. He suggested that we enlist some help to set up some organised use of Facebook to promote tourism in Sandwich. The Mayor explained that his

daughter in law was currently giving some free help to the Guildhall in order to promote weddings in the Courtroom.

As a starting point, Mr Laslett is to approach Andrew Lester for a quote regarding creating a Facebook page.

It was AGREED in principle that part of the Tourism budget could be spent seeking some professional help designing a suitable Facebook page, or pages.

The other budgetary items in the report were discussed. It was AGREED that the £330 for student expenses should not be spent as there is so much difficulty in finding someone to take this project on. It was also AGREED that budget would be spent on the updates to the Town Guide and Day Out in Sandwich Leaflets.

The decision to use budget towards the Water Front Town Trail boards has been deferred to the next meeting.

RECOMMENDATION: That the Town Clerk's office seek quotes from leaflet distribution companies (suggested examples are Impact and Brochure Connect).

29.05.14

INTERNATIONAL FOOD AND GIFT MARKETS

The Committee received and considered an email from Keith Malpass, who organises International Food and Gift Fayres.

Councillor Moorhouse suggested that having food / gift fayre on August Bank Holiday Monday could be beneficial to Sandwich.

RECOMMENDATION: That the Town Clerk's office pursue the organiser with particular regard to providing a food / gift fayre in Sandwich on August Bank Holiday Monday this year.

30.05.14

WHITECLIFFS COUNTRY TOURISM ASSOCIATION

Mr Laslett gave a verbal update from the last two WCCTA meetings. There is a Heritage and Tourism led consultancy project named 'Delivering Differently.' It has a budget of £100,000 for consultancy work which will look at more innovative ways to manage tourism without government funding. This covers the Dover District, but it is uncertain which parts of the District are eligible.

Councillor Mrs Russell will ask informally at Dover District Council whether Sandwich Town is part of this scheme. We could then formally apply to take part.

RECOMMENDATION: That if possible, Sandwich Town Council makes an application to be a part the Delivering Differently scheme.

Signed: _____ Date: _____