

**Minutes of the meeting of the Tourism Committee, held on 21<sup>st</sup> July 2014 at the Guildhall, at 6.00pm**

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

**Officer:**       **Mrs K Palmer**

**10.07.14       APOLOGIES**

Apologies were received and accepted from Councillor Mrs Russell, who had a prior Council commitment, Councillor Mrs Liote who also had a prior commitment, and Councillor Wood who was on holiday.

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

No disclosable pecuniary interests or other significant interests were declared.

**12.07.14       MATTERS ARISING FROM THE MINUTES OF 21<sup>st</sup> MAY 2014 NOT COVERED ELSEWHERE ON THE AGENDA**

Item 26.05.14 (i)

Mrs Karen Palmer gave the Committee an update from Councillor Sneller, regarding a feasibility study which is due to be arranged with Wymans. This involves laying cables below the forecourt, and could be planned to take place to co-incide with the cobbles being relayed. The Town Clerk is also in communication with Dover District Council to ask if planning permission should be sought for adding power points in the forecourt. Councillor Scollard and Mr Laslett asked if Councillor Sneller could also investigate the possibility of increasing the power supply inside the Guildhall, as this would be a cheaper and simpler solution.

Item 27.05.14 Waterfront Town Trail Display Boards

Councillor Scollard gave an update regarding the Waterfront Town Trail Boards. No further quotes have been sought. The proposed sites for these boards are Gazen Salts, the Quay and the Bulwark. It was suggested that a professional graphic artist be sought to provide the artwork and main text.

Item 29.05.14 International Food and Gift Market

Mrs Karen Palmer read an update from Miss Laura Fidler, the Town Clerk, detailing the meeting between Councillor Moorhouse, Mr Malpass and herself. Councillor Moorhouse explained that Mr Malpass had been booked to provide a Fayre on August Bank Holiday Monday.

Item 30.05.14 The Delivering Differently Scheme

Mrs Karen Palmer read out an email from Councillor Mrs Russell, who had spoken to Jon Iveson who is running this project. Unfortunately, Sandwich has not been selected to be included in this project. Jon Iveson is happy to come and speak to the Town Council or any of its sub-committees to give more information on this project.

Mr Laslett feels that it is not worth speaking to Mr Iveson, as it has been decided that Sandwich is not part of this project. However, he recommended that we follow up our participation in the Dover District Draft Parks and Amenity Strategy.

Item 26.05.14 (Item 11 Sandwich Arts Week)

Mr Laslett requested clarification as to whether the Guildhall paintings can be available for display during the Sandwich Arts Week. The Mayor agreed to this in principle, subject to security issues being reviewed. Councillor Carter suggested that only group tours should take place, and individuals should not be left to roam around.

Councillor Carter also advised that, around four years ago, a London Gallery had visited and taken photographs of the Guildhall paintings in order to compile a website. If this could be accessed, we could create a virtual tour of the Guildhall paintings. The Town Clerk is to advise whether these paintings are available online.

**RECOMMENDATIONS:**

- (i) That Councillor Sneller is to further investigate the power supply on the forecourt, and also the possibility of increasing the power supply to the Guildhall. He is to report back to the next Tourism Committee meeting.**
- (ii) That Councillor Scollard is to decide what format the signs should take, and should make a planning application to Dover District Council.**
- (iii) Councillor Moorhouse is to report back on the outcome of International Food and Gift Market's involvement with the Sandwich Festival.**
- (iv) Mr Laslett to write to Sue Chandler to request that the next stage of the Dover District Draft Parks and Amenity Strategy is progressed.**

**13.07.14**

**GUILDHALL TOURS**

The committee received the report from Mrs Karen Palmer regarding the Guildhall Tours. Councillor Mrs Laslett suggested that the weekend tours would be more successful if combined with another event. Other suggestions made were that the tours should take place early afternoon (ie 12pm and 2pm), 'A' Boards should be placed outside the Museum and the TIC and there should be appropriate advertising in the TIC. Additionally the Day Out In Sandwich and Town Guide leaflets could contain advertising for the tours.

**14.07.14**

**LEAFLET DISTRIBUTION**

The committee received a report and information from Mrs Karen Palmer regarding leaflet distribution services. The committee thought it was best to explore both of these companies, as they both had possibilities. The

idea was put forward that the Day Out in Sandwich and Town Guide leaflets should be altered before next season to suit particular demographics.

**RECOMMENDATION: That the Town Clerk's office obtain more information on the nature of the services, in order to decide which company to use next year.**

**15.07.14 SANDWICH TOURISM INITIATIVE COMMUNITY INTEREST COMPANY**

Mr Laslett asked the committee if the CIC could work in conjunction with the Tourism Committee, as he felt that the issues of both overlapped and the two should work in tandem. All members of the CIC are also Tourism Committee members, so this would not currently require any CIC members to be invited to the meeting.

**RECOMMENDATION: That there be a regular Tourism Committee agenda item for the Sandwich Tourism Community Interest Company.**

**16.07.14 SANDWICH TOWN CENTRE IMPROVEMENT INITIATIVES - PEDESTRIAN PRIORITY AND CONTINENTAL STREET SCENE OPTIONS**

Due to time constraints, this agenda item was postponed until the next meeting.

**17.07.14 VISIT ENGLAND TRADE PASS**

Due to time constraints, this agenda item was postponed until the next meeting.

**18.07.14 DATE AND TIME OF NEXT MEETING  
Monday 13<sup>th</sup> October 2014**

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