

Minutes of the meeting of the Tourism Committee, held on 1st October 2014 at the Guildhall, at 6.00pm

Present: Cllr Mrs Russell, in the chair
Cllr Scollard
Cllr Carter (for part)
Cllr Wood
Mr S Laslett

Officer: Mrs K Palmer

01.10.14 APOLOGIES

Apologies were received and accepted from The Mayor and Councillor Mrs Liote, who were on holiday, Councillor Moorhouse, who had a work commitment, and Councillor Mrs Laslett who was unwell.

02.10.14 DECLARATION OF DISCLOSABLE PECUNIARY INTERESTS AND OTHER SIGNIFICANT INTERESTS.

No disclosable pecuniary interests or other significant interests were declared.

03.10.14 MINUTES

Minutes of Tourism Committee meetings, held on 21st July 2014 and 6th August 2014 were considered. There were matters arising as follows:

Item 12.07.14

Councillor Scollard updated the Committee regarding the progress on the Waterfront Town Trail Display Boards. He is meeting with Frank Andrews next week to identify where to put one of the signs up at Gazen Salts. This needs to be planned around the tide levels. When that has been ascertained, a planning application will be made, and then details such as text used (in English and French) and images on signs will be finalised.

Mr Laslett remarked that the initial request for an improvement to the electricity supply in the forecourt, has been complicated by the plans discussed regarding making changes to the forecourt surface. He reiterated that the easiest and most cost effective solution to the electricity issue would be to boost the electricity supply inside the Guildhall.

Mr Laslett also made the point that when the Town Council is planning changes to the forecourt, all matters should be taken into account, ie it should be a Tourism led decision as well as a practical one. This should combine an improvement to the electricity supply and forecourt surface along with the agreed development of tourism in Sandwich and the encouragement of a continental street café culture with outdoor seating facilities on the forecourt. A more imaginative use of the forecourt is important to improving tourism in Sandwich. Discussion surrounded features such as a fountain, or a wooden hut style café and outdoor seating.

RECOMMENDATION:

That there should be an item included on future Tourism Committee agendas for point 4 on the agreed vision statement – ‘Encourage imaginative plans to make more use of the Guildhall Forecourt and Market Street as visitor friendly facilities’.

04.10.14 TOURISM LEAFLETS

It was agreed that the working group should progress with the annual redesign of the Sandwich Town Guide and make necessary updates to the 'A Day Out in Sandwich' leaflet.

Due to ill health, a replacement should be sought for Councillor Mrs Laslett. Councillor Mrs Russell agreed to join the working group in her place. Members would be: Mr Laslett, Councillor Mrs Liote, Councillor Mrs Russell and Miss Laura Fidler (to be replaced by Mrs Karen Palmer).

05.10.14 LEAFLET DISTRIBUTION

The committee received the information regarding leaflet distribution from Mrs Karen Palmer. This information will be considered within the working group.

06.10.14 WCCTA

Mr Laslett informed the Committee of a workshop to be held at the Dover Visitor Centre on 18th October at 6pm. The focus of the workshop will be to look at the content of our local organisation and event websites - specifically checking that the information on each collates. The workshop will also provide a guide to use of social media as a marketing tool.

This workshop is open to all Councillors and staff at the Guildhall.

RECOMMENDATION:

That consideration is made to include the role of online marketing (specifically the use of social media) within the role of staff at the Guildhall.

Councillor Carter left the meeting at this point.

07.10.14 SANDWICH TOURISM COMMUNITY INTEREST COMPANY

Mr Laslett explained that although the CIC has funded various events in the town, he feels that Sandwich Town Council /Toll Bridge Fund should offer more funding towards these events. Councillor Scollard agreed with this and felt that an application should be made to the Finance Committee.

RECOMMENDATION:

That a proposal be put to the STC/STBF Finance Committees that more funding should be made available for supporting community events in 2015/16, ideally £7,500 to be in the budget.

08.10.14 REPRESENTATION FROM THE TOURIST INFORMATION CENTRE ON THE TOURISM COMMITTEE.

The Committee received the information from Miss Laura Fidler, the Town Clerk regarding inviting a member of the Tourist Information Staff on the Tourism Committee. Mr Laslett explained that this would be an invitation to attend permanently. He and the committee felt that a staff member should be invited to join as a voluntary, unpaid member.

RECOMMENDATION

That the Town Clerk approach the Tourist Information Centre Staff with the invitation.

09.10.14 ART TOURS

The Committee received the report from Kevin Cook, Town Sergeant regarding the Art Tours at the Guildhall. Mr Laslett explained that although CIC facilitate the Arts Week, it is primarily the individuals who are expected to market their own exhibitions if they feel that is required, as the only advertising that exists is the Arts Week leaflet. Lack of advertising may be the reason that the Art Tours were not well attended at the Guildhall.

RECOMMENDATION

That the Town Sergeant is asked to offer up ideas how to improve and enhance the Guildhall Arts Tours in 2015.

10.10.14 DATE OF NEXT MEETING

Wednesday 19th November 2014 at 6.00pm in the Council Chamber, Guildhall.

Signed: _____ **Date:** _____

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