

Minutes of the extraordinary meeting of the Tourism Committee, held on 14th January 2015 at the Guildhall, at 6.00pm

Present: **The Mayor (in the Chair)**
Cllr Mrs Russell
Cllr M W Moorhouse
Cllr J P Scollard
Cllr M W Moorhouse
Cllr Mrs V Liote
Mr S Laslett
Mr J Hennessy
Mrs I Crean

Officer: **Mrs K Palmer**

01.01.15 APOLOGIES

Apologies were received and accepted from Councillor Carter, who had a work commitment and Mrs J Linning, who was on holiday. No apologies were received from Councillor Wood. Councillor Mrs Laslett was absent due to ill health.

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

No disclosable pecuniary interests or other significant interests were declared.

03.01.15 MINUTES

Minutes of the Tourism Committee meeting, held on 1st October 2014 were received and agreed.

04.01.15 WCCTA

Councillor Mrs Russell spoke briefly regarding the WCCTA presentation 'White Cliffs Country – digital marketing'. Mr Laslett explained that unfortunately the 'Visit Sandwich' website, which was examined during the session, was not run by him and they could have looked at the 'Sandwich Events' website instead. A discussion was then held regarding who should run and update a Facebook page to promote Sandwich events.

RECOMMENDATION:

- (i) That Mr J Hennessy asks Paul Monaghan, one of the Archive Volunteers, whether he would be willing to run social media tools to promote events in Sandwich.**
- (ii) That Sandwich Town Council considers taking advantage of the Government Apprentice Scheme with the purpose of employing an apprentice to help market Sandwich via social media.**

05.01.15 SANDWICH TOURISM COMMUNITY INTEREST COMPANY

Mr Laslett updated the Committee that the CIC will be winding up, due to lack of resources. The Sandwich Shop will continue running as a business and will make donations to the events programme when possible.

06.01.15 TOURISM LEAFLETS

The Town Guide and Visit Sandwich leaflets were received by the Committee and details of any required changes are to be sent to

Mrs K Palmer by Friday 16th January.

07.01.15

LEAFLET DISTRIBUTION

This item will be considered at a separate meeting of the Tourism Leaflets Working Group, who will work within the agreed budget.

08.01.15

USE OF SOCIAL MEDIA

Members noted the report from Mrs K Palmer, from the Visit England Seminar attended on the 22nd October 2014.

09.01.15

ELECTRICITY SUPPLY TO THE FORECOURT

Mr Laslett explained that increasing the electricity supply from the Guildhall (via overhead cables) would be the best solution for providing more electricity for Forecourt events. Councillor Scollard added that installing dedicated distribution boards (for example in the Boiler Room and Meeting Room) with individual trips would be a good solution. It was AGREED that a meeting be organised with Wymans and Mr Laslett to discuss increasing the electricity supply to the Guildhall.

10.01.15

POLICY FOR SANDWICH TOWN COUNCIL'S SUPPORT OF SANDWICH TOWN TOURISM ECONOMY

Mr Laslett provided the background to this policy for the Committee members, particularly the new Committee members present. He suggested that increasing the number of Saturday Market stalls would generate a more lively and thriving atmosphere in Sandwich. He also suggested that we could provide a couple of permanent pitches, owned by Sandwich Town Council or Sandwich Toll Bridge Fund, in order to rent them to local companies, perhaps selling fresh pressed juices, or similar. Councillor Mrs Liote added that she could ask stall holders from the Food Fayre if they would be interested. It was suggested that 'Tariff Cards' were produced – business cards advertising the stalls on the forecourt.

RECOMMENDATION:

Mr Laslett is to produce an amendment, which expands on the Vision Statement Policy point 'Encourage imaginative plans to make more use of the Guildhall Forecourt and Market Street as visitor friendly facilities' to be considered at the next meeting of the Sandwich Toll Bridge Fund Trustees.

11.01.15

POSSIBLE FUTURE EVENTS IN SANDWICH

It was considered whether to invite Ms A Sutton, Events Director at AS Enterprises & Co Ltd to a future Committee meeting. The Committee felt that this decision should be delayed until after the first season of events has passed, in order to assess how successful the events on the land at Ash Road have been.

12.01.15

DATE OF NEXT MEETING

Wednesday 11th February 2015 at 6pm in the Council Chamber, Guildhall.

Signed: _____ **Date:** _____