

Minutes of the meeting of the Tourism Committee, held on 10th February 2015 at the Guildhall, at 6.00pm

Present: **The Mayor (in the Chair)**
 Cllr P Carter
 Cllr Mrs V Liote
 Mrs J Linning

Officer: **Mrs K Palmer**

01.02.15 APOLOGIES

Apologies were received and accepted from Councillor Mrs Russell, Councillor Scollard and John Hennessy, who were attending other meetings, Councillor Mrs Laslett, due to ill health, and Mr S Laslett and Mrs I Crean due to family commitments. Councillor Moorhouse arrived as the meeting concluded. No apologies were received from Councillor Wood.

02.02.15 DECLARATION OF DISCLOSABLE PECUNIARY INTERESTS AND OTHER SIGNIFICANT INTERESTS.

No disclosable pecuniary interests or other significant interests were declared.

03.02.15 MINUTES

Minutes of the Tourism Committee meeting, held on 14th January 2015 were received and agreed.

Item 04.01.15

Paul Monaghan has agreed in principle to take on the task of running social media to promote events in Sandwich, if some training can be found locally that he could attend. The Government Apprentice Scheme can only be utilised by small businesses not local authorities. The Town Clerk will be looking into this further.

04.02.15 WCCTA

Mrs K Palmer read out an email to the Committee from Mr S Laslett regarding notice of a Holiday and Leisure Show being held at Dover Cruise Terminal on Sunday 22 March 2015. He suggested that we should give them some of our Town Guides or Visit Sandwich leaflets. Councillor Carter added that he could pick up a selection of our leaflets as he would be attending the event.

05.02.15 LEAFLET DISTRIBUTION

The Committee received a memo from Mrs K Palmer, regarding the distribution of leaflets and the tourism budget. It was AGREED that 5,000 more 'Visit Sandwich' leaflets should be printed in order to give to a few local venues, such as Margate TIC. It was suggested that we could further utilise any balance of the 2014-15 budget by paying in advance for the printing of the Town Guides. In 2014-15 there will be a further courier cost for delivering 5,000 leaflets to IMPACT, who are based in North London. It was AGREED that we should send out the 20,000 'Visit Sandwich' leaflets as proposed in the memo. After the meeting concluded Councillor Moorhouse indicated that £500 from the Chamber of Commerce would be forthcoming this year towards the printing of the Town Guides.

06.02.15 BUDGET AND FORWARD PLANNING

This item has been deferred to the next Tourism Committee meeting due to Mr S Laslett being absent.

07.02.15 TOURIST INFORMATION CENTRE REPORT 2014

The Committee received a report from Miss L Fidler regarding the running of the Tourist Information Centre. Councillor Mrs Liote let the Committee know that Sandwich Arts week will be going ahead this year, between the 19th and 26th September. It would be a good idea to have the TIC open on those weekends.

RECOMMENDATIONS:

- (i) That a member of the TIC staff comes in during mid-March in order to check and reorder stock.**
- (ii) That the TIC staff deliver our TIC leaflets to local venues as proposed in the report.**
- (iii) That the TIC should focus on promoting Sandwich and East Kent, and move away from acting as a travel agent for other parts of the country, particularly when considering stocks of books and leaflets held.**
- (iv) That we write to local associations and venues such as the Sandwich Community Events Association and St Mary's Arts Centre in order to obtain leaflets regarding events in Sandwich.**
- (v) That the TIC should be open on the following Sundays:**
 - Sandwich Celebration – 10th May**
 - Le Weekend – 7th June**
 - Little Gardens of Sandwich – 14th June**
 - Folk 'N' Ale Weekend – 12th July**
 - Sandwich Festival – 30th August**
 - Heritage Open Days – 13th September**
 - Sandwich Arts Week – 20th & 27th September**

08.02.15 DATE OF NEXT MEETING

Wednesday 15th April 2015 at 6pm in the Council Chamber, Guildhall.

Signed: _____ **Date:** _____