

**Minutes of the meeting of the Tourism Committee, held on 15<sup>th</sup> April 2015 at the Guildhall, at 6.00pm**

**Present:**       **The Mayor (in the Chair)**  
                  **Cllr Mrs Russell**  
                  **Cllr M Moorhouse**  
                  **Cllr D Wood**  
                  **Mr S Laslett**  
                  **Mr J Hennessy**  
                  **Mrs J Linning**

**Officer:**       **Mrs K Palmer**

**12.04.15        APOLOGIES**

Apologies were received and accepted from Councillor Scollard and Councillor Mrs Liote who had personal commitments, Councillor Carter, who had a work commitment, Councillor Mrs Laslett, due to ill health, and Mrs I Crean due to family commitments.

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

No disclosable pecuniary interests or other significant interests were declared.

**14.04.15        MINUTES**

Minutes of the Tourism Committee meeting, held on 10<sup>th</sup> February 2015 were received and agreed.

Item 04.02.15

Mr Laslett asked if someone had taken some Sandwich leaflets down to the Holiday and Leisure Show which was held at the Dover Cruise Terminal on the 22<sup>nd</sup> March. At the Tourism Committee meeting on 10<sup>th</sup> February Councillor Carter had offered to take leaflets as he was attending already. It is to be confirmed that this happened.

Councillor Wood arrived at this point.

**15.04.15        SANDWICH SHOWGROUND**

Ms Angie Sutton, Events Director of the new Sandwich Showground on the Ash Road in Sandwich, was in attendance, and spoke to the Committee members about the plans for the three events being held this year. Five acres of ground next to the road will be used for the events in June, July and August. Ms Sutton gave a summary of the arrangements, and offered a space for a stand or gazebo for leaflets and marketing literature for Sandwich and other events in Sandwich. The benefit to Sandwich would hopefully be that all available accommodation in the area would be booked up on the event days, and the pubs and restaurants would be busy.

**16.04.15        WCCTA**

Mr Laslett asked how the Waterfront Town Trail Boards project has progressed. Councillor Mrs Russell will contact Councillor Scollard for an update. Mr Laslett explained that he was not able to attend the Executive Committee meetings due to personal commitments. He has asked for a

volunteer to attend the ordinary meetings, and perhaps also attend the Committee meetings. These meetings take place in Dover or Deal.

**17.04.15 BUDGET AND FORWARD PLANNING**

Mr Laslett explained that this item was on the agenda as he was concerned that the budget for Tourism had been cut without proper consultation with the Tourism Committee, and without them having been informed when the decision was made. The Mayor agreed that an unfortunate oversight had occurred not informing non - Councillors about the decision. Mr Laslett also explained that the new 'Visit Sandwich' leaflets have replaced the original 'Day out in Sandwich' leaflets, and the intended purpose of the new leaflets is to send out to other towns and venues out of the area to attract new visitors to the town. Although it is not possible to gauge at this stage how much visitor numbers were increasing due to the leaflets, Mr Laslett is keen that Sandwich Town Council continues to support and progress with this marketing strategy. Town Guides have been delivered to local shops and venues by Mr Laslett, Councillor Moorhouse and Councillor Mrs Liote, however the Sandwich shops and pubs are currently replenished on a very ad-hoc basis. Mrs J Linning offered to deliver to the Sandwich venues over the summer season, in order to keep their stocks replenished.

**18.04.15 NATIONAL SANDWICH WEEK CELEBRATION**

The Committee received an email and information from Eulogy! – a PR company working on behalf of Branston Pickle, about an event booked on the Forecourt on 11<sup>th</sup> May 2015. Mr Laslett explained that this booking on the 11<sup>th</sup> May could have been linked in some way to the Sandwich Food Fayre taking place on the 9<sup>th</sup> & 10<sup>th</sup> May. Mr Laslett will contact Eulogy! to discuss the event details, and whether it can be linked.

**19.04.15 MUSEUM OPENING HOURS & TOURIST INFORMATION CENTRE**

The Committee received an update regarding the Museum opening hours and the Tourist Information Centre. Mrs J Linning explained that there is incorrect information on the Sandwich Town Council website. They do not book rail tickets for visitors, and they no longer provide audio tours. She was also concerned that the Museum advertises specific opening times, but the volunteers cannot always attend. This causes confusion and frustration to visitors and the Tourist Information Centre staff often have complaints that the Museum is shut when it should be open. Councillor Mrs Russell added that she is in contact with a local graduate who may be willing to help out and provide cover over the summer period. Councillor Wood suggested that students at the local schools may be interested in doing some voluntary work. It was agreed that The Mayor and Councillor Mrs Russell would make enquiries and follow this up.

**20.04.15 SANDWICH MAGNA CARTA, COMMUNITY INVOLVEMENT**

Councillor Mrs Russell showed the Committee a 'Magna Carta – bring it home' logo which has been designed by Emily Stott at the Mercury to encourage sponsorship from local residents and organisations. Their names would then appear in local publications. The purpose of this would be to raise money to pay for display equipment necessary to house the historical documents in Sandwich. The Mayor gave a brief update regarding the long term plan for the Sandwich Magna Carta. The Drill Hall in Sandwich is being explored as a possible future site.

**21.04.15**

**DATE OF NEXT MEETING**

Wednesday 15<sup>th</sup> July 2015 at 6pm in the Council Chamber, Guildhall.

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