

Minutes of the meeting of the Tourism Committee, held on 15th July 2015 at the Guildhall, at 6.00pm

Present: **The Mayor (in the Chair)**
 Cllr Mrs V. Liote
 Cllr M. Moorhouse
 Cllr C. Trim
 Cllr Ms L. O'Donoghue
 Cllr J. Gisbey
 Mr J. Hennessy
 Mrs J. Linning

Officer: **Mrs K Palmer**

05.07.15 APOLOGIES

Apologies were received and accepted from Councillor Mrs J. Dunay and Mr S Laslett, who had personal commitments, Councillor P. Carter, who had a work commitment and Mrs I Crean due to ill health. Apologies were received from Councillor D Wood after the meeting, who had a work commitment.

06.07.15 DECLARATION OF DISCLOSABLE PECUNIARY INTERESTS AND OTHER SIGNIFICANT INTERESTS.

No disclosable pecuniary interests or other significant interests were declared.

Councillor M. Moorhouse arrived at this point.

07.07.15 MINUTES

Minutes of the Tourism Committee meeting, held on 15th April 2015 were received and agreed.

Item 15.04.15

A discussion was held around the success of the recent event on the Sandwich Showground and whether it had brought business into the town. The Events Director at the Showground had previously agreed that Sandwich Town Council could have a free stall on the site to advertise the town centre and events in the town. Cllr M Moorhouse confirmed that he had not had time to organise a stall this year.

RECOMMENDATION: That a stall be set up at the Sandwich Showground during the 2016 events, to advertise the town and events happening in the town centre.

Item 19.04.15

Cllr Ms O'Donoghue asked whether the previously mentioned graduate had been employed in the Museum to cover the summer period. It was confirmed that Oliver Dunn is currently working as a volunteer for the Town Council, recruiting volunteers to invigilate the forthcoming Magna Carta exhibition in the Guildhall. The daily volunteer cover of the Museum is still presenting a problem, and due to staff sickness, there is also likely to be a staff shortage in the Tourist Information Centre in August.

RECOMMENDATION: That we contact local schools in Sandwich in order to ask if any school leavers are interested in voluntary work in the Museum or the Tourist Information Centre over the summer period.

08.07.15 WCCTA

The Committee received a verbal update from Cllr Gisbey on the contents of the most recent meeting of the White Cliffs Country Tourism Alliance that he attended on Tuesday 16th June. The meeting concentrated on Dover itself and the problems they faced promoting tourism in the town. Cllr Gisbey had also given WCCTA an update on tourism events in Sandwich.

09.07.15 HERITAGE OPEN DAYS 2015

The Committee received a verbal update from Mr J Hennessy on the planning surrounding the 2015 Heritage Open Days. There will be around 15 venues taking part in Sandwich. The dates are the 12th & 13th September. Leaflets will be produced and distributed around Sandwich. Mr Hennessy added that 20% of The Sandwich Society's budget is spent on these leaflets. The Mayor thanked Mr Hennessy for his hard work on this project.

RECOMMENDATION: That the 2015/16 Tourism Budget be considered as a source of funding for the Heritage Open Days leaflets.

10.07.15 THEME EVENTS

The Committee received the email and photographs from Ms Jean Moss of 'Theme Events'.

RECOMMENDATION: That more information is requested from Ms Moss regarding the details of the events before agreeing to use of the Forecourt.

11.07.15 WATERFRONT TOWN TRAIL BOARDS

The Committee was requested to nominate a member to take forward the proposal of the Water Front Town Trail Boards.

RECOMMENDATION: Councillor Ms O'Donoghue will take on this project and will contact Mr Scollard for background information.

12.07.15 DATE OF NEXT MEETING

Wednesday 14th October 2015 at 6pm in the Council Chamber, Guildhall.

Signed: _____ **Date:** _____