

Minutes of the meeting of the Tourism Committee, held on 13th January 2016 at the Guildhall, at 6.00pm

Present: **The Mayor (in the chair)**
 Cllr Mrs J. Dunay
 Cllr Mrs V. Liote
 Cllr C. Trim
 Cllr J. Gisbey
 Mr S. Laslett
 Mrs J. Linning
 Mrs I. Crean

Officer: **Mrs K. Palmer**

01.01.16 APOLOGIES

Apologies were received and accepted from Cllr Ms O'Donoghue due to ill health, and Cllr Moorhouse and Mr J Hennessy due to personal commitments. No apologies were received from Cllr Wood.

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

No disclosable pecuniary interests or other significant interests were declared.

03.01.16 MINUTES

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

04.01.16 CINQUE PORTS PROMOTION WORKING GROUP

The Committee received copies of notes made by Mr R Linning, who had attended a meeting of the Cinque Ports Promotion Working Group on Tuesday 12th January 2016. Mrs K Palmer also asked if the Committee could make any suggestions for changes or improvements to the Sandwich information in the new Cinque Ports leaflet. Mr S Laslett is to provide a photograph for use in the leaflet.

05.01.16 MUSEUMS AND ARCHIVES

Linda Elliott from the Guildhall Archives gave the Committee an update on various Museum Archive related projects for information. This was discussed and noted.

06.01.16 WCCTA

Cllr Gisbey explained that he had not been able to attend the WCCTA meeting on the 12th January, and therefore there was no update.

07.01.16 WATERFRONT TOWN TRAIL BOARDS

The Committee discussed a suggestion made by Mike Vaile of the Sandwich Local History Society, who has inquired whether two new information boards with details of the Delf Stream could be added to the Waterfront Town Trail Boards project. A discussion ensued, whereby it was decided that there was no budget remaining from the Waterfront Town Trail budget. It was also felt that any boards relating to the Delf Stream would fit more easily with the existing Town Trail signage. Several locations were suggested for the

boards, including opposite Malcolm Waite Ltd Petrol Station on New Street, on No Name Street, or at Horse Pond Sluice.

RECOMMENDATION:

That more information and a funding source should be sought by the Sandwich History Society in order to progress with this project.

08.01.15 TOURISM LEAFLETS

The Committee received and noted the Town Guide and Visit Sandwich proofs. Mrs Karen Palmer read out quotes from two design companies in Sandwich. The Tourism Leaflet Working Group are arranging printing of 15,000 Town Guides and 20,000 Visit Sandwich leaflets for the new 2016 Tourist Season (budget already approved by council).

09.01.16 PROMOTING SANDWICH THROUGH SOCIAL MEDIA

The Committee received and noted an email from Dawn Bogue, Digital Marketing Officer at Dover Museum, regarding the promotion of Sandwich through social media. Mr S Laslett explained that he had been in touch with Ms Bogue, and has already sent her some event information. He will continue to send over information about Sandwich events as and when is necessary. Other members of the Committee were encouraged to contact Ms Bogue, if they knew of any events in Sandwich that needed to be promoted via social media.

10.01.16 ENGLISH TOURISM WEEK

The Committee received and noted an email from Debbie Dainton, Tourism Officer at Dover Museum, regarding a project to open up the districts attractions and organise 'familiarisation' trips for tourism industry colleagues. It was felt that although this could be of benefit to local organisations, and was not really relevant to the Guildhall.

RECOMMENDATIONS:

- (i) That the Museum is not opened up to participate in this event.**
- (ii) That we should forward the information to other organisations in the area to encourage them to participate.**
- (iii) That staff and committee members at the Guildhall should not be requested to participate.**

11.01.16 FIRST WORLD WAR HERITAGE TRAIL

The Committee received and noted an email from Darrienne Price, Head of Business Support and WW1 Heritage at Screen South regarding a planned WW1 trail project. It was explained that John Scollard had already been in touch with Screen South about the possible involvement of Dover Museum and Arts Group. As this was the case, it was agreed that Mr Scollard would be contacted by members of the Tourism Committee to find out more information.

12.01.16 ST. PETER'S CHURCH

In Mr Hennessy's absence, the Mayor explained that we had received news that contractors had started work at St Peter's Church that day.

13.01.16 DATE OF NEXT MEETING

Wednesday 13th April 2016 at 6pm in the Council Chamber, Guildhall.

Signed: _____ **Date:** _____