

Minutes of the meeting of the Tourism Committee, held on 13th July 2016 at the Guildhall, at 7.00pm

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

Officer: **Mrs K. Palmer**

01.07.16 APOLOGIES

Apologies were received and accepted from Cllr Mrs Dunay, who was attending another meeting and Cllr Moorhouse and Mr Hennessy, who were unable to attend due to personal reasons. No apologies were received from Cllr Wood.

02.07.16 DECLARATION OF DISCLOSABLE PECUNIARY INTERESTS AND OTHER SIGNIFICANT INTERESTS.

No disclosable pecuniary interests or other significant interests were declared.

03.07.16 MINUTES

Minutes of the Tourism Committee meeting, held on 13th January 2016 were received and agreed.

Item 04.01.16

Mrs J Linning requested an update from the Mayor regarding the status of the formation of a Cinque Ports ‘friends’ organisation. The Mayor explained that this was progressing.

Item 09.01.16

Mr S Laslett enquired about the effectiveness of the existing Sandwich social media sites and whether these sites could be linked up to aid exchange of information. Mrs K Palmer explained that the Sandwich Guildhall facebook page was occasionally used for comments and booking enquiries, but not used by members of the public as much as expected. She also explained that a twitter account had not been opened. A Museum Facebook page has recently been set up by Linda Elliott, Honary Curator of the Guildhall Museum & Archives.

RECOMMENDATION:

That a meeting be set up with Dawn Bogué, Digital Marketing Officer at Dover Museum, for anyone who runs a social media site in Sandwich to attend, to be given advice on linking their social media sites more effectively.

04.07.16 WATERFRONT TOWN TRAIL BOARDS

Mrs K Palmer passed to all members of the Committee a report written by Mr J Hennessy regarding the Delf Stream History Boards. Mrs J Linning explained that funding is being sought and two sites for boards have been identified. Mr S Laslett requested that it be noted that the Delf Stream History Boards project is a separate project from the Waterfront Town Trail Boards.

Cllr L O'Donoghue and Mr S Laslett added that the Waterfront Town Trail Board project is still progressing slowly, although there are many hurdles to overcome. Although the projects are separate, if the all the boards from both projects were manufactured at the same time, this may cut down costs.

05.07.16 SOUVENIRS AND PROMOTION

The Committee received and considered a report from Miss L Fidler, Town Clerk, regarding improvements that have recently been made to the Tourist Information Centre and the sale of souvenirs. The Committee considered:

1. Whether to progress with the development of a Tourism logo. During the meeting logo suggestions were passed around for consideration.

RECOMMENDATION:

That we use the Sandwich Festival logo as our Tourism logo, changing the colour to red.

2. The Committee also considered whether to investigate having an official 'Sandwich Relish' or similar as a new marketing and promotional idea. The Committee discussed this idea and concluded that if a small trial run was organised, once a Relish had been produced, that various locations in Sandwich could sell jars of the relish, and the Sandwich Shop could also purchase the relish to use in their own sandwiches.

RECOMMENDATION:

That this idea should be progressed and in the first instance the chef for Age Concern in Sandwich be approached and asked if he would like to develop a recipe.

06.07.16 THE FUTURE OF THE GUILDHALL FORECOURT

Mr S Laslett explained that currently the Guildhall Forecourt is much underused, and ideally should be transformed into the busy and lively alfresco centre of Sandwich, with chairs and tables available for the public and a pop up vendor selling wine and beer.

RECOMMENDATION: That the idea of licensing on the Guildhall Forecourt be pursued further with Dover District Council.

07.07.16 HOSTING OF THE ANNUAL STUDY DAY OF THE KENT HISTORY FEDERATION TO CELEBRATE THE 800TH ANNIVERSARY OF THE BATTLE OF SANDWICH

Mrs J Linning gave the Committee an update regarding this event.

08.07.16 DATE OF NEXT MEETING

Wednesday 12th October 2016 at 6pm in the Council Chamber, Guildhall.