

**Minutes of the meeting of the Tourism Committee, held on 18<sup>th</sup> January 2017 at the Guildhall, at 6.00pm**

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

**Officer:**       **Mrs K. Palmer**

**09.01.17       APOLOGIES**

Apologies were received and accepted from Cllr J. Gisbey, who was unable to attend due to a family commitment. No apologies were received from Cllr D. Wood.

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

No disclosable pecuniary interests or other significant interests were declared.

**11.01.17       MINUTES**

Minutes of the Tourism Committee meeting, held on 19<sup>th</sup> October 2016 were received and agreed.

Item 28.10.16

Mrs J. Linning has contacted the representative from Active Ramsgate to invite her to attend a meeting at the Guildhall. She has not yet received a reply.

Item 23.10.16

Mr S. Laslett enquired as to whether a licence has been sought for the Guildhall Forecourt. The Town Clerk contacted Laila Summers, Technical Support Officer for Licencing at Dover District Council, at the beginning of November 2016, and has chased up, but has not yet had a reply.

Item 23.10.16

Mr S. Laslett has spoken with Mr Phil Birch, who runs Training Highway, and it became clear that social media training is not needed, but what is needed is a Social Media Task Force to build a strategy for using Social Media. This is further discussed under agenda item 07.01.17. Cllr Ms L. O'Donoghue suggested that it would be a good idea to collate a comprehensive list of all locations that we send leaflets and tourist information.

**12.01.17       WATERFRONT TOWN TRAIL BOARDS**

Cllr Ms L. O'Donoghue updated the Committee members that the design for the Waterfront Town Trail boards has been almost finalised. Once this has

been done, an application for planning permission will be made to Dover District Council.

**13.01.17 TOURISM LEAFLETS 2017**

The Committee received copies of the Visit Sandwich leaflet and Town Guide 2017 and associated printing costs for information. The Tourism Committee Members were in agreement that printing should go ahead as planned.

**14.01.17 SANDWICH HISTORIC BOATYARD**

The Mayor updated the Committee that the next meeting with Dover District Council regarding the status of the Sandwich Historic Boatyard would be taking place on 25<sup>th</sup> January. Mr S. Laslett also advised the Committee that on behalf of Sandwich Community Events CIC, he had employed the services of a legal professional, who was now investigating the details of the contract between Mr Bob Hill and Dover District Council. A full review of this contract is currently taking place, and Dover District Council should be contacting Mr S. Laslett when progress is made.

**15.01.17 JOINT PROMOTIONS WITH THE SALUTATION**

Mr S. Laslett has met recently with the new Business Manager of The Salutation, Mr John Fothergill. He learnt from Mr Fothergill that there are plans to significantly change the way that The Salutation works with the local community. They also plan to open up the site more often during events in the town. The Salutation are planning to attend promotional events around the country and have agreed to take some of our Visit Sandwich leaflets to an event at the end of January. There are other promotional events taking place later in 2017 which they plan to attend (the first being in April at Kempton). Mr S. Laslett suggested that Sandwich Town Council arranges to take a stall at these events, at which he, Ms S. Matthews and someone else from the Tourism Committee attends in order to promote Sandwich. This may also result in greater printing costs to produce the number of leaflets needed for these events. Cllr Ms L. O'Donoghue suggested that we could supply leaflets to advertise the new Guildhall Museum.

**RECOMMENDATION:**

**(i) That Sandwich Town Council work alongside The Salutation and attend the promotional event at Kempton in April, in order to promote Sandwich as a tourist destination. Mr S. Laslett and Ms S. Matthews could attend and members of the Tourism Committee would also be invited to attend. Sandwich Community Events CIC would allocate £450 towards this event.**

**(ii) That the £300 budget allocated at the previous Tourism Committee meeting for Social Media Training be reallocated to arranging participation in the promotional event described in (i).**

**(iii) That volunteers from the Tourism Committee form a 'Social Media Task Force' who would build a strategy for the use of social media in order to promote tourism in Sandwich. Volunteers would include Mr S. Laslett and Cllr Ms L. O'Donoghue. Cllr D. Friend would also be invited.**

**16.01.17**

**GUILDHALL FORECOURT ELECTRICITY SUPPLY**

Mrs K Palmer updated the Committee regarding the Guildhall Forecourt Electricity Supply. Unfortunately, due to illness, the meeting between Mr K. Cook and Alison Cummings, Principle Heritage Officer at Dover District Council has not yet taken place. It is now scheduled for Friday 20<sup>th</sup> January at 10am.

**17.01.17**

**KENT HISTORY FEDERATION OPEN DAY 2017**

The Committee members received an update and promotional literature from Mrs J Linning and Mr J. Hennessy regarding the Kent History Federation Open Day 2017. Unfortunately the History Society have been unable to secure funding from Dover District Council or Kent County Council for this event. Although it has been recommended at the Toll Bridge Fund Finance Committee meeting on the 16<sup>th</sup> January that the Toll Bridge Fund Trustee turns down the grant application from the History Society for this event, the Mayor has invited Mr J. Hennessy and Mrs J. Linning to attend the next meeting of the Toll Bridge Fund Trustees on the 30<sup>th</sup> January in order to speak on the subject.

**18.01.17**

**TO SEEK A REPLACEMENT CO-OPTED MEMBER OF THE TOURISM COMMITTEE**

The Committee members discussed who might be a good candidate for joining the Tourism Committee.

**RECOMMENDATION:**

**That Mr S Laslett invites Mrs J. Fisher-Taylor, licensee of the Fleur de Lis Hotel to join the Tourism Committee.**

**19.01.17**

**DATE OF NEXT MEETING**

Wednesday 12<sup>th</sup> April 2017 at 6pm in the Council Chamber, Guildhall.