

Minutes of the meeting of the Tourism Committee, held on 11th April 2018 at the Guildhall, at 7.00pm

Present: Cllr P Graeme (in the chair)
 Cllr D Friend
 Cllr JEM Gisbey
 Cllr Mrs V Liote
 Cllr O'Donoghue
 Mr R Ralph
 Mrs J Fisher
 Mrs J Linning
 Mr S Laslett
 Ms M Outen
 Ms L Mungall

Officers: Amandajayne Hollobon-Baxter

08.04.18 APOLOGIES

Apologies were received and accepted from Cllr Dunay, Gisbey, Wood, Moorhouse and Mrs M Outen.

The Mayor advised that Mrs J Linning had stood down from this Committee and wished to take this opportunity to thank Mrs J Linning for all her efforts.

09.04.18 DECLARATION OF DISCLOSABLE PECUNIARY INTERESTS AND OTHER SIGNIFICANT INTERESTS.

No disclosable pecuniary interests or other significant interests were declared.

10.04.18 MINUTES

To receive the Minutes of the Tourism Committee Meeting, held on 17th January 2018 and to consider any matters arising from those minutes not covered elsewhere on this agenda. Please note that these minutes have now been approved by full Council.

The Gluten Free enquiry had not progressed.

Magna Carta Signage update. CIC had offered to pay for two temporary signs and STC agreed to pay for two more. This proposal would be discussed and hopefully further pursued by Museum and Archive Committee on 16th April 2018.

RESOLUTION: Proposed by Cllr Friend and seconded Cllr O'Donoghue that the minutes are noted, agreed and signed.

11.04.18 SANDWICH DESTINATION MANAGEMENT PLAN

To receive verbal update from Cllr Liote.

STC have been working with Visit Kent for a year now and lots of surveys have been carried out. Visit Kent working party would like to employ Seren Welch, a results oriented marketer, for a minimum of 5 days @ £300 per day to begin the process with the potential to employ for longer if funds allow. It is hoped for funding from Cllr Chandler. Funds were also kindly offered by Mr Laslett, via CIC for further days after the initial five and The Mayor suggested three days could further be paid for, again if required, by the tourism budget.

RESOLUTION: Mr Laslett proposed that funding would hopefully available from Cllr Chandler with the potential to add an additional three days from the Tourism budget and two further days paid for by CIC, if required. Seconded by Cllr Liote and carried.

12.04.18

ADDITIONAL MEMBERS

To discuss and consider additional members to the Committee following Mrs Jacqui Linning's resignation and the loss of Ms K Doyle and Mrs J Fisher.

Cllr Friend suggested Paul Harris, manager of the Co-Op and Paul Fairfax, local business owner. Acting Town Clerk suggested Margaret Smith from Sandwich's TIC and Mr Laslett suggested Richard Harris from The Fleur Public House.

RESOLUTION: Cllr Friend proposed to follow up these suggestions and revert to Committee, seconded by Mr Laslett and carried.

13.04.18

VISIT KENT

To discuss engaging Visit Kent to obtain on behalf of STC photographic and Ariel HD footage etc. in relation to Open 2020 for tourism promotion.

Louisa Mungall, Visit Kent, advised that HD Ariel footage can be obtained by Visit Kent on behalf of STC from TV companies that the R & A are in contract with.

RESOLUTION: The Mayor proposed that Louisa Mungall take this forward on behalf of STC and keep STC updated and advised. Seconded by Cllr Liote and carried.

14.04.18

CIC UPDATE

To receive verbal update from Mr Steve Laslett.

Tourism Committee – CIC report – 11-04-17

The Sandwich Tourism Initiative CIC has been renamed Sandwich Town CIC to reflect better its remit.

Directors: SJL, Mark Moorhouse, Roger Taylor.

Main Source of income: The Sandwich Shop and the Sandwich Market, now both managed on a daily basis by Andy Laslett. Profit from the Markets shared 70% CIC 30% TBF so all profit goes to Sandwich Town.

Main expenditure:

Support to all events.

Purchase of shared equipment e.g. gazebos

Advertising for events

Support for one-off events e.g. Excursions 2018, Alexander Palace

One-off items e.g. Giant Mayor John Dury

Payments to Siobhan Matthews to manage Social Media and admin support

Proposed main item of expenditure 2018:

Sandwich Medieval Trust to help turn the Boatyard into a visitor centre and tourist attraction.

Mr Mayor thanked Mr Laslett for all his efforts.

15.04.18

TOUIST COACH PARKING

Mr Richard Ralph to expand upon at the meeting.

Discussions are ongoing with Discovery Park to offer coach parking facilities for drivers who would/could drop off in Sandwich. This proposal, if agreed, is an interim measure until the KCC Depot on Ash Road becomes reality. Cllrs Friend and Liote are currently in negotiations with Discovery Park and will revert to Committee.

RESOLUTION: Cllrs Friend and Liote to progress

16.04.18

SANDWICH IN BLOOM

Mr Richard Ralph to expand upon at the meeting.

Mr Ralph advised that the forecourt looks terrific and lots of volunteers have come forward to assist. Mr Ralph was advised by the Chairman of SIB that match funding has been met plus a little more. It was envisaged that SIB would compete against other towns and is great PR for Sandwich. The Mayor congratulated all concerned and involved.

RESOLUTION: noted

17.04.18

LITTER CLEAN UP

Mr Richard Ralph to expand upon at the meeting.

Mr Ralph advised that residents have been asking how they can get involved with the Town Team litter clean up. DDC have a time line plan but this is not enough. Cllr Chandler had met with Veolia to progress this further. The publicity of the Town Team cleaning up grass verges in and around Sandwich had created great publicity.

RESOLUTION: noted

18.04.18

UK TOWN AND REGIONAL MAPS

To receive and consider information from We Design Maps which TIC ladies would very much to obtain.

Committee felt this could be a good idea if advertising could be achieved around the edges of the map which would cover the costs of printing (black and white only).

RESOLUTION: Acting Responsible Finance Officer and TIC ladies to progress and revert to Committee.

19.04.18

DATE OF NEXT MEETING

Wednesday 11th July 2018 at 7pm in the Council Chamber.

DRAFT