

Minutes of the meeting of the Tourism Committee, held on 15th August 2018 at the Guildhall, at 6.00pm

Present: Cllr Mrs V Liote (in the chair)

Cllr J Gisbey
Cllr MJ Holloway
Cllr D Friend
Cllr J Franklin
Cllr P Graeme
Cllr L O'Donoghue
Mrs M Outen
Mr J Hennessy
Mr S Laslett
Ms L Mungall
Mrs M Smith

Officer: Amandajayne Hollobon-Baxter

01.08.18 APOLOGIES FOR ABSENCE

Apologies were received and accepted from Cllr Wood and Mr P Harris (Co-Op).

02.08.18 DECLARATION OF DISCLOSABLE PECUNIARY INTERESTS AND OTHER SIGNIFICANT INTERESTS

No disclosable pecuniary interests or other significant interests were declared.

03.08.18 MINUTES

(i) To receive the Minutes of the Tourism Committee Meeting, held on 11th April 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.

Cllr Graeme enquired progress of coach parking. Mr Mayor advised that this was in the hands of Cllr Sue Chandler. Cllr O'Donoghue requested written confirmation from Cllr Chandler. Discovery Park were in the process of preparing signage within their business.

Mr Laslett offered an update in relation to Medieval Trust which is progressing well and hopefully works will commence in Autumn with plans to open Easter 2019. Awaiting lease from DDC.

Mr Laslett also advised that he was no longer Chair of Chamber of Commerce but would like to remain on Committee through CIC. Cllr O'Donoghue proposed that Mr Laslett remained on Committee through CIC. Cllr Graeme seconded. All agreed.

RECOMMENDATION: Mr Mayor to email Cllr Chandler and Mr Laslett to remain on Committee.

(ii) Minutes were signed and dated as a true and accurate record.

04.08.18 SANDWICH DESTINATION MANAGEMENT PLAN

Mr Mayor advised that through a grant from Cllr S Chandler (KCC) Sandwich Town Council had appointed and employed a tourism consultant, Seren Welch. Mr Mayor continued that following the two brainstorming session volunteers were now required for;

Social Media – Cllr's Friend, O'Donoghue and Felton plus Siobhan Matthews were suggested and agreed.

Information Collation – Cllr's Friend and Franklin plus Amandajayne Hollobon-Baxter and Mady Outen were suggested and agreed.

New Product Offerings – Richard Ralph, Steve Laslett, Margaret Smith and Mady Outen with Kevin Cook for Ghost Tours were suggested and agreed.

Enhanced and Specialised Tours – Mady Outen, John Hennessy and Richard Ralph were suggested and agreed. Mady Outen to approach and discuss with potential to bring on board John May (Honorary Curator) and Hank Hancocks (Archivist volunteer).

Photographic Images Collation – Flickr already started. Cllr's Friend, O'Donoghue, Bob Paige were suggested and agreed. Cllr Friend to approach, discuss and bring on board Dean Macey and Kevin Mann

Committee was also advised by The Mayor that Seren Welch will advise how STC may employ a part time dedicated social media person.

Cllr O'Donoghue advised that she is attending the Visit Kent meeting to discuss Canterbury DMP on behalf of STC.

RECOMMENDATION: Working group structures as above were all approved.

05.08.18

HERITAGE OPEN DAYS 2018

Mr J Hennessy offered an update;

Taking place on 8th and 9th September 2018. 2000 leaflets have been printed and distributed. P22 has been added this year. Usually receive 2-3,000 visitors over the weekend. Mr Hennessy was thanked for all his efforts.

RECOMMENDATION: Information noted.

06.08.18

LEAFLETS DISTRIBUTION

Current distributors are Pear Communication and Brochure Connect. Cllr O'Donoghue suggested looking at distribution companies in advance of next year. Ms L Mungall suggested adding a special offer which would monitor leaflet distribution and marketing.

A Hollobon-Baxter to arrange for 5,000 leaflets to Cruise Terminal and TIC in Dover.

All Sandwich leaflets must also be ready for Visit Kent to take to the Open 2019 to distribute.

RECOMMENDATION: Leaflets to Cruise Terminal and TIC, Dover.

Distribution companies to be investigated. Special Offer to be added to next year's leaflets and leaflets to be ready for Visit Kent for Open 2019 at Royal Portrush.

07.08.18

TOURISM LEAFLETS WORKING GROUP

Consideration to the configuration and regeneration of the working group in relation to the annual re-design of the Sandwich Town Guide and the 'Visit Sandwich' leaflet was discussed. It was agreed by all present that going forward this group should consist of Cllr's O'Donoghue and Friend, Mr S Laslett, Mrs M Smith or Mrs S Dunn, A Hollobon-Baxter and M Outen.

RECOMMENDATION: New working group party as above.

08.08.18

DDC PORTFOLIO HOLDER FOR TOURISM

Verbal updated was offered by Cllr Holloway as DDC Portfolio Holder for Tourism. DDC are taking Tourism extremely seriously and are taking this forward by employing a full time permanent Strategic Tourism Manager who will start early October 2018. This Officer will be responsible for promoting the district at national and international level and will also be tasked with branding and a complete review of tourism structure by the end of 2018. DDC will also be appointing two Tourism assistant research positions to sit alongside the

Investment Team at Whitfield. Cllr Holloway will ensure that this Officer is introduced to STC and this committee.

DDC is looking to split tourism and heritage into separate projects and will also recruit a Collections Manager for Dover Museum who will formulate their own team. The ambition is to have a temporary exhibition centre and study centre as well.

09.08.18

DATE OF NEXT MEETING

Wednesday 17th October 2018 at 6pm in the Council Chamber.

DRAFT