

Minutes of the meeting of the Tourism Committee, held on 31st October 2018 at the Guildhall, at 6.00pm

Present: Cllr Mrs V Liote (in the chair)
Cllr J Gisbey
Cllr D Friend
Cllr J Franklin
Cllr P Graeme
Mr S Laslett
Ms L Mungall

Officer: Amandajayne Hollobon-Baxter

40.10.18 APOLOGIES FOR ABSENCE

Apologies were received and accepted from Cllr's Daw (holiday) and O'Donoghue (prior engagement), Mr J Hennessy (away) and Miss M Beardmore (prior engagement). Apologies were not received from Cllr Holloway.

41.10.18 DECLARATION OF DISCLOSABLE PECUNIARY INTERESTS AND OTHER SIGNIFICANT INTERESTS

No disclosable pecuniary interests or other significant interests were declared.

42.10.18 MINUTES

(i) Members received the Minutes of the Tourism Committee Meeting, held on 15th August 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.

43.10.18 TOURISM COMMITTEE TERMS OF REFERENCE

Term of Reference for this Committee were discussed, it was agreed that going forward this Committee would meet a minimum of six times a year, possibly more in relation to The Open 2020.

RECOMMENDATION: Cllr Friend proposed that Tourism Committee met a minimum of six times a year. Seconded by Cllr Graeme.

44.10.18 SANDWICH DESTINATION MANAGEMENT PLAN

(i) Miss L Mungall gave a verbal update in relation to Visit Kent's new nested brands offering in-depth visitor perception, needs ad research. The three areas would be;

North Kent – Maritime/Industrial

West Kent – Garden of England/ Produce

East Kent – Coastal/Historical

Brand concepts would be online from November. Sandwich's DMP will not be affected by nested brands.

RECOMMENDATION: Information noted.

- (ii) The circulated written report from Project Manager in relation to progress of Seren Welch and Sandwich DMP was discussed. VIC is making excellent progress. Spooky Tower tours are in place for this week (Halloween)
RECOMMENDATION: Information noted.

45.10.18 TOURISM LEAFLETS WORKING GROUP

Cllr Friend advised the Committee that the first meeting had been delayed awaiting costings. This meeting was taking place 6th November 2018. Steve Laslett advised that he has stood down from this working group.
RECOMMENDATION: Information noted.

46.10.18 COACH PARKING AT DISCOVERY PARK

The Mayor advised that despite chasing no update was available.

47.10.18 DDC PORTFOLIO HOLDER FOR TOURISM

No update available. An update was requested to be circulated via email.

RECOMMENDATION: Cllr Holloway be asked to update Tourism Committee via email.

48.10.18 SANDWICH TECHNOLOGY SCHOOL PHOTOGRAPHY COMPETITION

A great initiative in conjunction with STS. Tourism Committee approved and agreed the competition, winners' prizes would be paid for by tourism budget, theme would be Sandwich and the name of the project would be left to Head of C.A.T at STS.

RECOMMENDATION: Competition to be launched, themes is Sandwich, £180.00 to be taken from current tourism budget and to be named by STS.

49.10.18 SOCIAL MEDIA CONTENT

List of items for Town Clerk to include within the Social Media production post the next Council meeting would be;

- Tourism Committee will meet a minimum of six times or more per year.
- Nested Brands and DMP currently being written by STC.
- Town Guides to be rewritten/revamped.
- Sandwich Town Council and Sandwich Technology School photography competition.
- Visitor Information Centre will open all year round from 2019.

50.10.18 DATE OF NEXT MEETING

Wednesday 16th January 2019 at 6pm in the Council Chamber.