

7<sup>th</sup> July 2017

To: The Mayor as Chairman  
Councillors: Mrs Liote, Moorhouse, Mrs Dunay, Wood, Gisbey, Ms O'Donoghue, Friend  
Co-opted Members: Miss K Doyle, Mrs J Fisher, Mr J Hennessy, Mr S. Laslett, Mrs J Linning,  
Mr R. Ralph

Your attendance is requested at a meeting of **Sandwich Town Council Tourism Committee** to be held on **Wednesday 12<sup>th</sup> July 2017** in the Guildhall Council Chamber at **7.00pm** to transact the business set out below.

Miss Laura Fidler  
Town Clerk, Responsible Finance Officer & Clerk to Sandwich Toll Bridge Fund

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## AGENDA

**1. APOLOGIES FOR ABSENCE**

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

Only applicable to Voting Members.

**3. MINUTES**

To receive the Minutes of the Tourism Committee Meeting, held on 13<sup>th</sup> April 2017 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.

Please also note that the Extraordinary meeting of the Committee scheduled for 12<sup>th</sup> June 2017 was not quorate and so could not take place so there are no minutes available. Scheduled Agenda items have now all been brought forward to this meeting.

**Attach 1**

**4. GREAT FOR GROUPS EVENT**

To receive verbal feedback from Mr Steve Laslett on the Great For Groups' event at Kempton in April that was attended in conjunction with representatives from The Salutation.

**5. TOURISM STRATEGY**

To receive the notes from the latest meeting with Visit Kent, held on 7<sup>th</sup> June 2017, and to consider the actions identified therein.

**Attach 2**

**6. SOCIAL MEDIA STRATEGY**

To receive a verbal update from Cllr Daniel Friend on the development of a social media strategy.

**7. TOURISM STATISTICS**

To receive and consider:

**(i)** Summary of PR/Journalist visits to the district in 2016/17.

**(ii)** Overview of tourism, marketing and visitor services activating at Dover Visitor Services in 2016/17. For comparison a separate sheet showing the users at Sandwich TIC have been added.

These documents were shared by Debbie Dainton, Tourism Officer at Dover Museum, who had been asked to compile this information for DDC, but shared it with the Town Council's as well for reference.

**Attach 3**

**8. WHITE CLIFFS COUNTRY TOURISM ALLIANCE**

To receive a written update from Cllr Gisbey regarding the latest news from WCCTA.

**Attach 4**

**9. DATE OF NEXT MEETING**

Wednesday 11<sup>th</sup> October at 7pm in the Council Chamber.