

Minutes of the meeting of the Tourism Committee, held on 12th July 2017 at the Guildhall, at 7.00pm

Present: Cllr P Graeme (in the chair)
Cllr Mrs V. Liote
Cllr M. Moorhouse
Cllr D. Friend
Miss K. Doyle
Mr S. Laslett
Mrs J. Linning

Officers: Ms A Irwin

14.07.17 APOLOGIES

Apologies were received and accepted from Cllr Mrs J. Dunay who had a family commitment, Cllr Ms L. O'Donoghue who was away, Cllr Gisbey who had another appointment and Mr J Hennessy due to ill health. No apologies were received from Cllr D. Wood, Mrs J. Fisher and Mr R. Ralph.

The Mayor welcomes Miss Doyle to the meeting as a new member of the Committee.

15.07.17 DECLARATION OF DISCLOSABLE PECUNIARY INTERESTS AND OTHER SIGNIFICANT INTERESTS.

No disclosable pecuniary interests or other significant interests were declared.

16.07.17 MINUTES

Minutes of the Tourism Committee meeting, held on 13th April 2017 were received. Matters arising therefrom not covered elsewhere on the agenda:

Item 11.01.17 from 18.01.2017 Meeting Minutes

Mr S. Laslett asked for an update on the application process for a licence for the Guildhall Forecourt. Mr Laslett highlighted his concern that this was not moving forwards as he had anticipated. The Mayor advised that he would follow up with the Town Clerk on this matter and update Mr Laslett at the earliest opportunity thereafter.

17.07.17 GREAT FOR GROUPS EVENT

The Committee received a verbal update from Mr Steve Laslett on the Great for Groups Event at Kempton in April. £300.00 was put in to the 1 day event by Sandwich Town Council and the balance was made up by Sandwich Tourism CIC. Siobhan Matthews, Steve Edney - Head of the Salutation Garden Team and Steve Laslett attended the event and focussed on presenting Sandwich as a day trip rather than a 1/2hr stop over destination. Primarily contact was made with coach operators, tour companies and suchlike; groups organising travel/ excursion programmes and it was felt that the event had been a worthwhile investment. There have been several follow up enquiries although nothing concrete has come of these enquiries yet.

18.07.17 TOURISM STRATEGY

The Committee received and noted the minutes of the meeting with Visit Kent on 7th June 2017. Cllr Liote advised that she had been in contact with Louisa Mungall of Visit Kent after the meeting on 7th June to express disappointment at the lack of coverage Sandwich is receiving on their website and to keep the wider project for promotion of Sandwich moving forwards. It was noted that Cllr Liote had not received much feedback from committee members when asked for Unique Selling Point's for Sandwich to be submitted to Visit Kent. Cllr O'Donoghue has submitted a piece on Sandwich for the Visit Kent Website and is working on a second piece on the Guildhall Museum with Cllr Friend and Mr John May, Curator for the Museum. The Committee members noted that the Visit Kent website now had the WCCTA brochure on it and this gave full Sandwich Events listings although none are dated as per WCCTA policy.

RECOMMENDATION: That Cllr Liote will continue to press Visit Kent for feedback and progress on this project. Cllr Liote will also follow up with WCCTA about the lack of dates for events in their publicity booklet.

19.07.17

SOCIAL MEDIA STRATEGY

Cllr D. Friend updated the Committee members on the best way to proceed with using social media to promote Sandwich. Cllr Friend mentioned that the Sandwich twitter feed is now up and running and being monitored by himself. This will in time be linked to the Sandwich Community Events page to encourage crossover of publicity for Sandwich and its events program. The twitter account also automatically retweets tweets from linked local businesses as a way of increasing their exposure and reach. Cllr Friend highlighted the need for a formal social media strategy to be in place.

RECOMMENDATION: That a sub-committee be formed to develop a formal social media strategy. This committee will comprise Cllr D Friend, Mr S Laslett, Miss K Doyle and Ms S Matthews to be headed by Cllr D friend. The aim would be for the sub-committee to meet initially within the next month.

TOURISM STATISTICS

The Committee members received a statistical analysis of Tourism in Dover District and Dover town from Dover District Council for information.

RECOMMENDATION: That this information be noted.

20.07.17

WHITE CLIFFS COUNTRY TOURISM ALLIANCE

Cllr J. Gisbey provided a written update on the latest news from the White Cliffs Country Tourism Alliance. The meeting at St Mary's Arts Centre in Sandwich on Tuesday 30th May was poorly attended. Furthermore, Cllr Gisbey has resigned as the Sandwich Town Council representative to the WCCTA and Cllr O'Donoghue has taken on that role. Cllr Friend attended the meeting and noted that the WCCTA appears to be very Dover focussed hence the low interest levels from Sandwich organisations.

RECOMMENDATION: That this information be noted.

21.07.17

DATE OF NEXT MEETING

Wednesday 11th October 2017 at 7pm in the Council Chamber, Guildhall.