

**Minutes of the meeting of the Tourism Committee, held on 17<sup>th</sup> January 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

**17.01.18 APOLOGIES**

Apologies were received and accepted from Mr J Hennessy.

The Mayor welcomed Louisa Mungall to the meeting.

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

No disclosable pecuniary interests or other significant interests were declared.

**19.01.18 MINUTES AND MATTERS ARISING**

Minutes of the Tourism Committee meeting, held on 11<sup>th</sup> October 2017 were received, approved and signed.

**RESOLUTION: Minutes were noted, agreed and signed.**

**20.01.18 MUSEUM AND HERITAGE MANAGER**

Following the appointment of Mrs M Outen in December 2017 as STC's full time Museum and Heritage Manager the Committee were asked to approve Mrs Outen's addition to the Committee.

**RESOLUTION: Approved and agreed.**

**21.01.18 TIC OPENING DATE**

Two dates were offered; 19<sup>th</sup> or 26<sup>th</sup> March 2018 due to Easter being so early this year. After discussions, which included Ms L Mungall suggesting that the TIC should be open for Kent Big Weekend (24<sup>th</sup> and 25<sup>th</sup> March 2018) it was agreed that the TIC would open on Friday 23<sup>rd</sup> March 2018.

**RESOLUTION: TIC to open Friday 23<sup>rd</sup> March 2018.**

**22.01.18 SOCIAL MEDIA STRATEGY**

Cllr Friend advised that he had met with Ms S Matthews to devise a twitter account for SCEA and automation to cross post with Facebook. SCEA plans for the future are moving forward but it is vital that the page is not flooded or empty.

Cllr Friend advised that the business Facebook account attracted over 350 followers in the first 24 hours.

Mr Mayor proposed that a meeting takes place between Cllr Friend and Ms S Matthews.

**RESOLUTION: Noted.**

23.01.18

**TOURISM LEAFLETS WORKING GROUP**

The first draft had been circulated with the agenda to this Committee and Mrs K Palmer should be emailed if you have any amendments or changes to make before 2<sup>nd</sup> draft is produced for approval, although this will be via email form.

The two printing quotations received and discussed and it was agreed that Mrs K Palmer would ask SPC to quote for 170gsm for the outside cover and 130gsm for all inside pages. SPC should also be asked if they have any movement downward with regard to their quotation. If not, it was agreed that STC should use Big Red Branding at Discovery Park.

Ms L Mungall also suggested that these leaflets should be circulated at Port Rush and Carnoustie Golf Club's.

Committee therefore agreed that when both leaflets have been signed off by the Committee via email that 20,000 Town guides would be printed and 30,000 leaflets.

Mrs K Palmer should also look at town trail update/reprint costs and advise Committee accordingly, again via email.

**RECOMMENDATION: Mrs K Palmer to address printing paper qualities and renegotiate with SPC printers, if no success use Big Red Branding.**

**Following printing questions raised above Mrs K Palmer to produce another draft of both leaflets for circulation and approval of Committee.**

**Mrs K Palmer to look at town trail update/reprint costs and advise Committee accordingly via email.**

24.01.18

**BUDGET 2017/18 and 2018/19**

Received the Tourism budget forecast 2017/18 and 2018/19 which were handed out at the meeting. Mrs K-Palmer was asked to advise where £2450 had come from and revert with budget. Mrs K-Palmer to advise why £500 Chamber of Commerce was missing from 18/19 budget forecast discuss printing of more town guides and any other expenditure that may be necessary.

**RESOLUTION: Mrs K Palmer was asked to advise where £2450 had come from and revert with budget.**

**Mrs K Palmer to advise why £500 Chamber of Commerce was missing from 18/19 budget forecast**

25.01.18

**GLUTEN FREE SANDWICH ENQUIRY**

Cllr Friend advised the Committee that an enquiry had been made from Julie Montagu, future Countess of sandwich and BFree's ambassador who would like to make Sandwich the first gluten and wheat free town in the UK. Mr R Ralph suggested setting up a small working group to further this enquiry and Cllr O'Donoghue would like to pursue this enquiry. It was agreed that more information was required which would be circulated via email.

**RESOLUTION: Mayors Secretary to acquire more information relating to this enquiry and circulate.**

26.01.18

**DDC'S PLANNED INTRODUCTION OF PARKING CHARGES ON SUNDAYS**

To discuss the impact this could have on tourism and what we response we wish to make to DDC. The Mayor advised that this was on STC's Council agenda for 29<sup>th</sup> January 2018. This also went to Cabinet on 15<sup>th</sup> January 2018 where it was decided to withdraw plans to introduce to villages. Committee agreed that Cllr Holloway should pursue this on our behalf.

**RESOLUTION: Cllr Holloway to pursue introduction of parking charges and advise.**

27.01.18

### **GREAT FOR GROUPS**

(i) To receive information from Mr Steve Laslett regarding this event on 27<sup>th</sup> January 2018. Mr S Laslett advised that this item and Plans for Excursions 2018 were the same item. Mr Laslett and Ms S Matthews are wishing to attend Excursions 2018 at Alexandra Palace on 27<sup>th</sup> January 2018 with The Salutation. Mr Laslett advised that the extra information gained from this year's event due to barcoding entry would be significant. Mr Laslett to look into GDPR Data Protection in relation to barcode entry. Mr Laslett advised that taking 2017 Sandwich Town leaflets to this event would not be an issue. Cllr O'Donoghue requested tour and coach operator contact details from this event which Mr Laslett agreed to.

**RESOLUTION: Mr Laslett to supply extra information gained from this year's event due to barcoding entry and tour and coach operator contact details.**

(ii) STC to consider whether they wish to financially contribute to this event. Mr Laslett requested a contribution of £250.00. After discussions the Committee agreed to this requested subject to Council approval on 29<sup>th</sup> January 2018 and Mr Laslett reporting on the measured added value from this event.

**RESOLUTION: Mr Laslett to report upon the measured added value from this event.**

28.01.18

### **PLANS FOR EXCURSIONS 2018**

To receive information from Mr Steve Laslett regarding this item.  
Included with item 27.01.18

29.01.18

### **EVENTS PORGRAMME 2018**

To receive information from Mr Steve Laslett regarding this item, which will include challenges with Sandwich Festival.

Mr Laslett advised that the events programme continues to grow and footfall for these weekends are high. BBC covered Arts Week and it is hoped for more coverage in 2018. P & O Ferries sponsored two of the weekends but volunteer support is desperately needed. Arts Week for 2018 will include a 3-day literacy event. Roger Taylor has submitted a bid to the lottery fund for more man power and hopes to be successful. A Festival is planned for 2018 and the programme is ready for a new Chair and injection of new blood. Mrs M Outen asked if there was a clear skill set requirement in place? Mr Laslett advised that overview, management and co-ordination is required together with creative input. The Mayor thanked Mr Laslett and his events volunteers for their efforts.

**RESOLUTION: Noted with thoughts to be given to support and new blood.**

30.01.18

### **MAGNA CARTA AND MUSUEM SIGNPOSTING**

To receive information from Mr Steve Laslett regarding this item.

Mr Laslett felt that the lack of brown signs was an indication that Sandwich was under selling itself. There is no signage on A2 out of Dover, or out of Canterbury. Should signage be temporary or permanent? Ms L Mungall advised that Visit Kent are intermediaries for KCC for brown signage but Ms Mungall would also look into alternative signage and revert. A proposal was made that Acting Town Clerk and Museum and Heritage Manager look into signage. This proposal was agreed.

**RESOLUTION: Acting Town Clerk and Museum and Heritage Manager look into brown signage and Ms Mungall to look at alternative signage.**

31.01.18

### **WATERFRONT TOWN TRIAL BOARDS**

To receive a verbal update from Councillor Ms O'Donoghue, if anything to note.

Cllr O'Donoghue advised that Planning had been rejected and we will now find someone who can produce drawings. It was suggested that contact be made with All Sign Solutions, Margate who may be able to assist.

**RESOLUTION: Cllr O'Donoghue to bring back on track.**

**31.01.18**

**WHITE CLIFFS COUNTRY TOURISM ALLIANCE**

To receive a verbal update from Councillor Ms O'Donoghue, if anything to note. Cllr Gisbey attended WWCTA on 8<sup>th</sup> December 2017 and whilst the Chair had changed there had been very little movement. WWCTA intend to review their categories and fees and are still very Dover centred. Although WWCTA had confirmed increase in cruise ships going forward. Americans being afraid of terrorism in London were looking for quirky places and Chinese travel numbers were due to quadruple in the next few years. Cllr O'Donoghue should consideration should be given to Chinese for translation guides. Ms L Mungall offered resources for Chinese translation guides.

**RESOLUTION: Noted.**

**32.01.18**

**DATE OF NEXT MEETING**

Wednesday 11<sup>th</sup> April 2018 at 7pm in the Council Chamber, Guildhall.

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