

Minutes of the meeting of the Tourism Committee, held on 11th September 2019 in the Council Chamber at the Guildhall, at 6.00pm

Present: Cllr MJ Holloway (in the Chair)
Cllr H Sampson
Cllr A Fox
Cllr P Graeme
Cllr T Broun
Mr J Hennessy
Mr D Friend
Mr S Laslett
Ms L Mungall
Mr R Ralph

Officers: Amandajayne Hollobon-Baxter (minutes)
Mady Beardmore

01.09.19 APOLOGIES FOR ABSENCE

Apologies were received and accepted from Cllr's Sivrikaya (illness), Lintott (personal commitment) and Mr P Harris Co-Op (work commitment).
Apologies were not received from the Mayor, Cllr Franklin.

02.09.19 DECLARATION OF DISCLOSABLE PECUNIARY INTERESTS AND OTHER SIGNIFICANT INTERESTS

No interests were disclosed.

03.09.19 MINUTES

Members received the Minutes of the Tourism Committee Meeting, held on 10th April 2019 and to consider any matters arising from those minutes not covered elsewhere on this agenda. Please note that these minutes were approved by full Council in April.

RESOLUTION: Noted. There were not matters reported.

04.09.19 SOCIAL MEDIA FORTOURISM WITHIN SANDWICH

Committee received a written report from Project Manager reporting on ideas for the increase of the towns digital presence for promoting Sandwich to visitors.

RESOLUTION: Working group be formed to establish a social media proposal including funding and led by Mr Dan Friend with proposal by the end September for the next tourism committee.

DDC Portfolio Holder for Tourism offered to establish if the Sandwich element of the new District Tourism Strategy could be circulated, confidentiality, to Tourism Committee.

05.09.19 TOWN GUIDE

A written report by Project Manager in relation to leaflet distribution and further distribution afield was discussed. Miss Mungall advised that Visit Kent are digitally targeting London. It was therefore agreed that digital strategy as per previous item was the better approach, with leaflets continuing alongside.

RESOLUTION: A digital strategy be produced as per item 04.09.19

06.09.19 TO RECEIVE AND DISCUSS THE SANDWICH BUSINESS PLAN, COMPILED BY COLIN WILES ON BEHALF OF THE TOWN TEAM

This document was discussed in depth and Committee agreed that the Chairman of the Town Team would rely full feedback from Committee to Colin Wiles and Town Team. This plan should focus on retail/shop streets within the town. Once achieved Chamber of Commerce should then take this forward. Thanks, was given to Colin Wiles for his effort.

RESOLUTION: Chairman of Town Team to feedback to Colin Wiles.

07.09.19 UPDATES FROM COMMITTEE MEMBERS REGARDING TOURIST ATTRACTIONS

Museum - Numbers are up and currently working on a Thomas Paine exhibition. Heritage Open Days – Taking place this weekend, leaflets have been distributed, usually receive around 2,000 visitors.

History Society Tours – Tours have been given to over 700 visitors so far this year with more booked for September/October.

Delf Stream – Horse Pond and Brewery Sluices about to begin works, Bridge over The Butts due to commence work soon, Network Rail stream work imminent, walk to Hacklinge almost complete, prospective Trust for the stream but will not relate to working group.

Blue Plaque Scheme – Plaque scheme still attractive but not the blue plaque scheme. Town Team to return item to committee when ready.

SIB – Now offering a trail through flowers within the town.

P22- Successful year with lots of visitors and licensed for another two years.

Medieval Trust & Visitor Centre – Opened in June with demand exceeding supply. 1500 visitors over Bank Holiday weekend. Larger team need to open longer.

Festivals – Mr Laslett asked for STC to review relationship. Committee asked Mr Laslett to produce a written report for October tourism meeting.

RESOLUTION: All updated be noted. Mr Laslett to produce a written report regarding the relationship of Festivals with STC.

08.09.19 TREASURE TRAILS

This item was postponed due to lack of time available to the Committee.

09.09.19 THE 149th OPEN

Cllr Holloway was unable to offer an update as this should be coming from Cllr Collar.

Miss Mungall advised that Visit Kent were working on a business toolkit which would be shared with all businesses offering benefits and what business can and cannot say. Visit Kent will be having a 10 x 10 stand at event. Visit Kent are working closely with DDC.

Methods of promotion was deferred due to lack of time available to the Committee.

Mr Ruston is leading on this project and Committee agreed going forward Mr Ruston should attend tourism committee meetings.

RESOLUTION: Information to be noted and Mr Ruston to be invited to future meetings.

10.09.19 UPDATE FROM MISS L MUNGALL IN RELATION TO VISIT KENT
 Visit Kent won 1.69 million euros of European funding over the next four years and will, from the new year, be working closely with DDC tourism on sustainable culture, new products and cross industry.
RESOLUTION: The information be noted.

11.09.19 DDC PORTFOLIO HOLDER FOR TOURISM
 This item was postponed due to lack of time available to the Committee.

12.09.19 TOURISM COMMITTEE MEETINGS
 Cllr Sampson suggested that tourism should meet monthly. During these discussions it was agreed that tourism would meet monthly, Cllrs would stay on tourism for their four-year term of office and each month would be a specific tourism item. October item would be Destination Sandwich development and Mr Laslett's proposal in relation to festivals. Mr C Townend from DDC to attend October's meeting.
RESOLUTION: Committee to meet monthly on a specific item and Councillors to stay on the committee for their term of office. Mr Townend, DDC to attend October's meeting.

13.09.19 DATE OF NEXT MEETING
 Thursday 10th October 2019 at 6pm

Tourism (11/9/19) Summary of Actions:

Minutes	Action	Member/Officer to complete	Update/record of completion
04.09.19	Working group be formed to establish a social media proposal including funding.	Mr D Friend	
04.09.19	DDC Portfolio Holder for Tourism offered to establish if the Sandwich element of the new District Tourism Strategy could be circulated, confidentiality, to tourism committee.	Cllr Holloway	
06.09.19	Chairman of Town Team to feedback to Colin Wiles	Mr R Ralph	
07.09.19	Mr Laslett to produce a written report regarding the relationship of Festivals with STC.	Mr S Laslett	
09.09.19	Mr Ruston to be invited to future meetings.	Project Manager	Completed
12.09.19	Mr C Townend, DDC to be invited to the next Tourism Committee meeting.	Project Manager	Completed