

**SANDWICH TOWN COUNCIL
TOURISM COMMITTEE**

**Minutes of a meeting of Sandwich Town Council's Tourism Committee held on
Wednesday 23rd September 2020 via Zoom video link, at 6:00pm**

Present: The Mayor, Cllr Paul Graeme (as Chair)
 Cllr MJ Holloway
 Cllr Broun
 Cllr Fox
 Cllr Lintott

Mr R Ralph, Town Team
Mr J Hennessy, Sandwich Local History Society
Ms L Mungall, Visit Kent
Mr D Friend, Sandwich Chamber of Commerce

Officers: Mrs A Hollobon-Baxter, Project/HR Manager
 Miss M Beardmore, Museum & Heritage Manager (Minutes)

32.09.20 APOLOGIES FOR ABSENCE

Apologies were received and accepted from Cllrs D Carter (family commitment) and D Sivrikaya (personal commitment). No apologies were received from Cllr Ms Felton, Mr R Harris of the Chamber of Commerce or Mr S Laslett.

33.09.20 DECLARATIONS OF INTEREST

None

34.09.20 UPDATE FROM DOVER DISTRICT COUNCIL

The Committee received a presentation from Mr C Townend in relation to DDC's current tourism strategy, this included the new website, the 149th Open, destination management and development, inward investment and working with partners. The full presentation is attached. The Mayor thanked Mr Townend for his presentation and Cllr Holloway emphasised that digital promotion is key to development and new videos had been released which promoted tourism in the district.

RECOMMENDATION: Mr C Townend would share links to the committee of the promotional videos and Committee members were asked to circulate these to relevant groups and associates.

35.09.20 SANDWICH COMMUNITY EVENTS ASSOCIATION

Mr S Laslett was not present and therefore was unable to update on the SCEA.

36.09.20 SANDWICH CHAMBER OF COMMERCE

Mr D Friend updated that the Chamber of Commerce had brought forward the 'Sandwich is Open' campaign which had been intended for the 149th Open to be used during the reopening of the town after the Covid-19 lockdown. This campaign had been extended to assist during the period of the Toll Bridge Closure which has the potential to effect businesses. The Chamber of Commerce received funding from DDC and KCC to assist with Marketing.

Cllr T Broun asked if STC would consider a Christmas Market or Christmas activities like those in Dover. Mr D Friend informed the

committee that there were Christmas markets planned but stallholders were anxious about Covid-19 and government guidelines.

RECOMMENDATION: For STC to speak to the appropriate Dover officers about their plans for Christmas activities, for information.

37.09.20

INTERREG: EXPERIENCE DEVELOPMENT PROGRAMME

Miss M Beardmore updated that STC/STBF officers had put in an expression of interest to Visit Kent to apply for the Interreg funding on offer, this application combined a lot of the elements which had been previously discussed by the Tourism committee. The first round is now closed and the deadline to hear back is by the end of September.

Miss L Mungall updated on tourism and how this funding would fit into their work. There have been depressing tourism figures with many groups cancelling and inbound visitors seriously decreased. Visit Kent have been working hard to lobby both locally and nationally to gain support and awareness of the impact Covid-19 will have on the tourism industry and how that will generally impact the economy in Kent.

Visit Kent have been developing marketing to appeal during this time and to counteract the loss of inbound visitors.

Visit Kent won a contract with Interreg to fund a project to encourage a diverse range of Kentish businesses to think about how they can develop 'shoulder' seasons to bring in further tourism to the area. The first round is closed but the second round is still open and is closing in December. This project particularly encourages businesses and attractions collaborating. Miss L Mungall asked that the information about this funding is shared to any businesses who may be interested in registering their interest.

No recommendations followed this update.

38.09.20

DATE OF NEXT MEETING

Monday 16th December 2020 at 6pm (to be held remotely)