



Sherborne Area Tourism Forum

Notes of the Meeting held on Thursday 13 July 2017 at 2.30 pm
in the Council Chamber, Manor House, Newland.

ATTENDANCE: Janet Schofield (Chair & TIC), Cindy Chant (Sherborne Blue Badge Guide), Helen Priest (ArtsLink), Geoff Ward (Sherborne Steam & Waterwheel Centre), Gillian Gunner (Sherborne in Bloom), John Gaye (Sherborne Literary Society), Nicky King (The Eastbury Hotel), Trevor Savage (Sherborne TC), Sally Westlotorn (COT & note taker), Barry Brock (Sherborne Museum), Bob Walden (Sherborne Twinning Association).

- 1) **Chairman's Opening Remarks:** Janet welcomed Bob Walden to the meeting and noted that Cllr Jon Andrews (DCC) has been invited to attend.
- 2) **Apologies:** Linda Woods (Sherborne Abbey), Josie Elias (Photographer), Samantha Muir (Musician), Patricia Spencer (SDFHS), Marjorie Snowden, Jane Adkins (A Head for PR), Cllr David Birley (STC/Tourism Forum)
- 3) **Minutes of previous meeting:** It was noted that Barry Brock also sent apologies. Otherwise agreed.
- 4) **Matters arising:** Covered by agenda items
- 5) **SATF Activity update:** Please see Janet's attached report. Trevor confirmed that STC has approved the marketing activity plans and the expenditure of the allocated £4500. Janet circulated a summary of 2016-17 activity, the marketing plan for 2017-18 and an accompanying PR proposal. She requested that any comments should be made by the end of July. **ALL**
- 6) **TIC report:** Janet noted that she has arranged a Sherborne familiarisation day for Tourist Information staff from Lyme Regis, Bridport and Dorchester, as well as the Visit-Dorset team, in order to improve their knowledge and appreciation of Sherborne. The Visit-Dorset Tourism update was circulated and Janet suggested that SATF members should visit the newly-launched industry section of www.visit-dorset.com.
- 7) **Member updates:**
 - a) **Chamber of Trade** – Sally had not attended the most recent meeting, but understood that it was largely about the newly-launched Chamber of Trade web site (<https://sherbornechamber.co.uk/>)
 - b) **ArtsLink** – Helen circulated a report, which is attached. It is hoped that Jules Bradburn, newly-appointed Fizz! project manager, will be able to attend a future meeting.
 - c) **Sherborne Literary Society** – John reported that the forthcoming Literary Lunch (Canon Andrew White, the 'Vicar of Baghdad') is sold out. The full programme for the Literary Festival is now on the web site (<https://www.sherborneliterarysociety.com/>) and John noted that the schools' star speaker is Simon Weston. Tickets will be on sale on line from 1 August and in person from 1 September, when the brochure will be available.
 - d) **Friends of Sherborne House** – No report.
 - e) **Sherborne Museum** – Barry circulated a report, which is attached.

- f) **Sherborne Steam & Waterwheel Centre** – Geoff circulated a report, which is attached.
- g) **Somerset & Dorset Family History Society** – Patricia’s report was circulated and Barry noted that the SDFHS is widening its search area for premises, as nowhere suitable in Sherborne has been found.
- h) **Douzelage** – No report.
- i) **Sherborne in Bloom** – Thanks to an anonymous donor, 150 brackets and baskets have been put in place in the town Centre at no cost to STC or businesses. Gillian thanked Trevor for his help with this. SIB hopes to raise enough money to support a cycle of three seasonal hanging baskets a year. The South West in Bloom judges visited Sherborne on 11 July and the Britain in Bloom judges will come on 7 August.
- j) **Sherborne Town Council** – Trevor noted the following:
- Car Park Review – this is now closed and over 300 comprehensive responses are being analysed.
 - No progress on Local Government review to report.
 - Paddock Gallery – an STC working party is recommending that STC and SCACT enter a leasing agreement in principle for access through Paddock Gardens. This will go to STC on 17 July.
 - Cllr Hogben is promoting the idea of a Mayor’s Business Challenge. It is likely this would look at local procurement and dementia-friendly training. This is currently under consideration.
 - Digby Hall – STC is working with a DCC team on this refurbishment. The project will be broken down into stages and the aim is for completion by 2018, with minimal disruption to users.
 - Sherborne Hotel – the Conservation Officer has given feedback on the planning proposal.
- k) **Abbey 104** – No report.
- l) **Blue Badge Guide:** Cindy’s report is attached.
- m) **Others:**
- Nicky reported that the LAG has received more applications for funding from farming businesses than tourism. Examples of tourism-related applications included setting up the screening of NT live events and also glamping. We will re-circulate the LAG funding information to SATF members. **NK/JS**
 - Bob explained the purpose of the Twinning Association. Sherborne is twinned with Granville in France and La Hulpe in Belgium. Exchange visits alternate, with 2018 in France and 2019 in Sherborne (the 2017 visit has already taken place). Bob noted that there may be access to business in Granville, should any SATF members like to investigate opportunities (eg for cheese and cider).
- 8) Any Other Business:** John Gaye asked for a food and drink contact he could approach in relation to the Literary Festival. Janet offered to provide Dorset Food and Drink contact details. **JS**

9) Date of next meeting – Thursday 14 September 2017 – 2.30pm – The Council Chamber, Manor House, Newland.