



# Sherborne Area Tourism Forum

Notes of the Meeting held on Thursday 17<sup>th</sup> November 2016 at 2.30 pm  
in the Council Chamber, Manor House, Newland.

**ATTENDANCE:** Janet Schofield (Chair & TIC), Jane Adkins (note taker & A Head for PR), Barry Brock (Sherborne Museum), Patricia Spencer (SDFHS), Colin Lambert (Abbey FM), Cindy Chant (Sherborne Blue Badge Guide), Marjorie Snowden, Moira Western (Douzelage), Helen Priest (Artslink), Sally Westlotorn, Geoff Ward (Sherborne Steam & Waterwheel Centre), Trevor Savage (Town Clerk), Gillian Gunner (Sherborne in Bloom), Sue Adams (Sherborne Literary Society), Nicky King (The Eastbury Hotel)

**GUESTS:** Kate Greatrix and Neil White representing The Quantum Group

1) **Chairman's Opening Remarks:** Janet thanked everyone for an excellent response to submitting reports and asked that representatives select highlights from each report. She reminded the room that guests from the Quantum Group were presenting on the proposed development of the Sherborne Hotel site at 15.15.

2) **Apologies:** Linda Woods (Sherborne Abbey), Josie Elias (Photographer), Samantha Muir (Musician), David Birley (STC).

3) **Minutes of previous meeting:**

## **Matters arising:**

a) Barry Brock is now representing Sherborne Museum and introduced his colleague Patricia Spencer who will be representing SDFHS

b) Rolly Skeats had responded from County re Visitor Parking.

## **SATF Activity update:**

Janet displayed the advertisement for the West Dorset Holiday Guide which now has a QR code added and a link to the Sherborne video.

Janet reported on SATF activity and confirmed the report from Josie Elias regarding Youtube, the website and social media activity would be circulated. There has been a problem with Google Analytics, so those stats on the report have not yet been updated. There were more than 5000 views of the website around Pack Monday.

Jane Adkins reported on PR Activity: Dorset Magazine features a big article on Sherborne in Dec issue including an interview with the Bishop and info on all the Christmas activities, shopping day etc; Coach & Touring mag has been approached to raise the profile of Sherborne to coach tour operators and a journalist will visit on a familiarisation trip from the magazine;

editors of WI Life and Townswoman Guild magazines been approached re press visits; pitched to key bloggers who write on group travel; drafting Christmas PR and working with Cindy Chant on Valentine's press release

4) **TIC report** Report attached

5) **Member updates:**

- a) **Chamber of Trade** – Report attached. A new group exploring the viability, current form and future of Pack Monday has been established and will be meeting with Cllr David Birley, Trevor Savage, William Beveridge and Sue Smith. A report will follow.
- b) **ArtsLink** – Celebrating the TakePart project which has now finished and putting in bidding for new project. Highlighted availability of tickets for forthcoming “Ab Fab” showing on 12 December as part of ongoing Flicks programme (2<sup>nd</sup> Wed of the month). Jenny Loader and Helen Priest now the directors of ArtsLink.
- c) **Sherborne Literary Society** – No written report but Sue Adams explained the Festival had not been as successful as last year due, partly due to the number of other literary festivals being held at similar times. Looking at possible date change and will report back at next meeting.
- d) **Friends of Sherborne House** – No report.
- e) **Sherborne Museum** – Report attached. The first two of a series of Sherborne Abstracts booklets were shown to the forum.
- f) **Sherborne Steam & Waterwheel Centre** – Report attached. Future opening dates will be submitted.
- g) **Somerset & Dorset Family History Society** – Report attached. The society now has the services of a publicity officer.
- h) **Douzelage** – Report attached. It is thought the constitution of Douzelage may be amended to deal with the implications of Brexit.
- i) **Sherborne in Bloom** – Report attached. Sherborne was a joint winner of Champion of Champions and will therefore be entered in Britain in Bloom.
- j) **Sherborne Town Council** – No written report but Trevor Savage confirmed that the request for budget increase from £4K had passed the first round of process and a final decision should be announced in January. Regarding the Digby Hall refurb, there will now only be a partial refurbishment due to the withdrawal of £500K by the District Council. Also a new council website is up and running: [www.sherborne-tc.gov.uk](http://www.sherborne-tc.gov.uk)
- k) **Abbey 104** – Colin Lambert confirmed the station's increasing involvement in promoting the Town and is working with COT to promote the Christmas Shopping Day plus Cllr David Birley has his own show. Everyone was reminded to send information on any events planned to Colin Lambert for broadcast on Abbey.

## **Others**

- **Blue Badge Town Walks** – Report Attached Cindy reported her plans for a walk to coincide with Christmas Shopping Day (4 Dec) plus a talk and walk on Sir Walter Raleigh on 14 Feb
- **Eastbury Hotel** – Nicky King announced the restaurant won Gold at the Dorset Tourism Awards and has been put forward for the Visit England Awards in March
- **Marjorie Snowden** – highlighted District Council funding of arts in the Dorchester Corn Exchange.

6) **The Quantum Group:** A presentation and update on the project was given.

7) **Any Other Business** – none

8) **Date of next meeting – Thursday 26<sup>th</sup> January 2017 – 2.30pm – The Council Chamber, Manor House, Newland.**