



Sherborne Area Tourism Forum

Notes of the Meeting held on Thursday 24th September 2016 at 2.30 pm
in the Council Chamber, Manor House, Newland.

ATTENDANCE: Janet Schofield (Chair & TIC), Nicky King (note taker & Eastbury Hotel) Barry Brock (SDFHS), Colin Lambert (COT), Cllr. David Birley (STC), Jane Adkins (A Head for PR), Cindy Chant (Sherborne Blue Badge Guide), Marjorie Snowden, Sarah Whittick (Douzelage), Helen Priest (Artslink), Sally Westlotorn (SAP/STC), Marjorie Snowden

GUESTS: Chris Shaw (SFACT), Annette Ratuszniak (Curator, Elizabeth Frink), John Baulsch (Architect)

1) **Chairman's Opening Remarks:** Janet welcomed our guests who would be speaking about the Sherborne Arts Centre plans

2) **Apologies:** Geoff Ward (Sherborne Steam & Waterwheel Centre), Trevor Savage (Town Clerk), Linda Woods (Sherborne Abbey), Gillian Gunner (Sherborne in Bloom), Josie Elias (Photographer), Samantha Muir (Musician), Sue Adams (Sherborne Literary Society), Elisabeth Beltsoe (Museum), Moira Western (Douzelage)

3) **Minutes of previous meeting:**

4) **Matters arising:**

a) Cllr Birley has had a meeting with Sherborne Castle and it has been agreed that Sherborne Summer Festival will take place on the 17th June 2017 on the meadow at Sherborne Castle

b) Janet has sent back the Forum's comments regarding the re development of the Sherborne Hotel site to Quantum who are having follow up meetings at The Eastbury hotel in October.

c) Visitor parking comments have been forwarded to the Town Council and the District Council and will be forwarded to the County Council once Janet has the name of an appropriate recipient

d) Jane Adkins continues to welcome feedback about the fringe festival proposal

5) **SATF Activity update:** Report attached. Janet showed attendees the advert that is due to appear in the Coaching Venues and Excursions Guide and which has been purchased using some of the funding from Sherborne Town Council. The coach driver's pack distributed by the TIC now has five cafes offering free drinks and cake for coach drivers. West Dorset Holiday Guide- Trevor is looking at replicating the size advert we took out last year (1/2 an A5). A good price has been negotiated and it was agreed that Trevor should go ahead and place the advert. Janet has formally written to the town council to ask for a small increase in funding in 2017/18.

Jane Adkins Ahead for PR- has sent her first press release targeting cruises and her press release was picked up on line in Cruise and Ferry News and in the Western Gazette.

Jane has had a meeting at Sherborne Castle and is working with the castle on promoting links. She noted the comments Maria Digby that the signage in Sherborne, particularly as you get off the train, is very poor and out of date. It was proposed that tourism providers might be interested in funding new signs for visitors.

6) **TIC report:** Report attached.

7) **Member updates:**

- a) **Chamber of Trade** - Lolly have been contracted to produce a new website and a website committee has been set up. Shopwatch are anxious to recruit retailers particularly following the incident that took place at Abbey Pharmacy and will speak at the next business breakfast. The classic car event in 2017 will run over 2 days rather than 1. Sue Smith has a meeting with William Beveridge regarding market traders parking. It is understood that the increase in car parking will not result in any more money being available in Sherborne. There is a plan to introduce workers parking permits. Tinneys Lane Youth Centre is holding an open evening on Monday 26th September.
- b) **ArtsLink** - Report attached.
- c) **Sherborne Literary Society** - No report.
- d) **Friends of Sherborne House** - No report.
- e) **Sherborne Museum** - The curator is re doing Sherborne Abstracts booklets which will be launched before Christmas
- f) **Sherborne Steam & Waterwheel Centre** - Report attached
- g) **Somerset & Dorset Family History Society** - Barry reported that this was his last meeting representing the Family History Society and that whilst no one was replacing him at present he is sure that someone will soon.
- h) **Douzelage** - 25th Anniversary celebrations in July were a huge success. Archiving all the documents from the last 25 years in the museum.
- i) **Sherborne in Bloom** - A number of delegates are travelling from Sherborne to Taunton on the 6th October to find out if Sherborne have won Champion of Champions and will therefore be entered in Britain in Bloom.
- j) **Sherborne Town Council** - No report
- k) **Abbey 104** Confirmed that a grant had been given for a new aerial at the Gryphon school

Others

- **Blue Badge Town Walks** - Cindy reported that everything was going well
- **Sherborne Guide Book:** - David is looking at producing a guide book to Sherborne in conjunction with Cindy
- **Eastbury Hotel** is finalist in 3 awards (now 4) Taste of the west, Dorset Food and farming awards, Dorset Tourism awards (in addition Blackmore Vale magazine awards)

8) **Sherborne Community Arts Centre Trust** A presentation on the project was given.

9) **Any other business:**

- a) **Sherborne Mural**- there may be a booklet produced as part of the Abstract series
- b) **Festive Shopping Day** planned for 4th December 2016

10) Date of next meeting - Thursday 24th November 2016 - 2.30pm - The Council Chamber, Manor House, Newland.

