



Sherborne Area Tourism Forum

Notes of the Meeting held on Thursday 23rd March 2017 at 2.30 pm
in the Council Chamber, Manor House, Newland.

ATTENDANCE: Janet Schofield (Chair & TIC), David Birley (Mayor), Barry Brock (Sherborne Museum), Patricia Spencer (SDFHS), Cindy Chant (Note taker and Sherborne Blue Badge Guide), Marjorie Snowden, Moira Western (Douzelage), Helen Priest (Artslink), Sally Westlorton, Geoff Ward (Sherborne Steam & Waterwheel Centre), Gillian Gunner (Sherborne in Bloom), John Gaye (Sherborne Literary Society), Nicky King (The Eastbury Hotel)

- 1) **Chairman's Opening Remarks:** Janet welcomed John Gaye, Sherborne Literary Festival, to his first Tourism Forum meeting.
- 2) **Apologies:** Jane Adkins (A Head for PR), John Baker (Sherborne Abbey Festival), Linda Woods (Sherborne Abbey), Josie Elias (Photographer), Samantha Muir (Musician), Colin Lambert (Abbey 104), Trevor Savage (Sherborne TC).
- 3) **Minutes of previous meeting:**
In 7(h) the name of the new Douzelage Chair was incorrect and should read Marcus Ainley.
- 4) **Matters arising:**
Any matters arising are addressed below.
- 5) **SATF Activity update:**

Report from Josie Elias on web site and social media attached.

Web site: www.sherbornedorset.co.uk

Twitter: @VisitSherborne

You Tube: <https://www.youtube.com/channel/UC99jALPhOeb6PhwQcLfNE1w>

Facebook: Visit Sherborne

PR work since the last meeting includes:

- Sir Walter Raleigh and the unique biscuit – got great coverage including national in one of the baking publications and appeared in WG, BVM, Dorset Echo, Dorset magazine, Visitor, Somersetlive. Most links also now on the sherbornedorset.co.uk. It would be good if more people could go in to Oxfords and ask for the biscuit!
- Country Walking feature which is going to come out next year and explores Sir Walter's links with the town. Will be a five page feature and Jane arranged for Maria Wingfield Digby to come and talk to them
- Group Travel World going to feature Sherborne in July issue and I Jane is continuing to follow through with other group travel publications.

- 6) **TIC report/Visit Dorset Tourism Partnership**
Report attached
- 7) **Member updates:**
- a) **Chamber of Trade** – Report attached.
 - b) **ArtsLink** – No report this month. Would like to have a presence on visit-dorset.com, so will pursue this.
 - c) **Sherborne Literary Society** – Sue Adams has retired from the committee and John Gaye is Festival Director. Report attached.
 - d) **Friends of Sherborne House** – No report.
 - e) **Sherborne Museum** – Report attached. Barry advised that the Museum is seeking a secretary.
 - f) **Sherborne Steam & Waterwheel Centre** – Report attached.
 - g) **Somerset & Dorset Family History Society** – Report attached.
 - h) **Douzelage** – new Douzelage website is douzelage.eu and Sherborne's is sherborne-douzelage.org.uk, which lists forthcoming events.
 - i) **Sherborne in Bloom** – The Gardening Cup is currently on display in Waitrose and will be rotated around the town. Working on provision of 150 self-watering baskets for the town. Two lots of judging this summer – 'Sherborne in Bloom' first, followed by 'Britain in Bloom'.
 - j) **Sherborne Town Council** – No written report. David Birley gave a short resume of the Paddock Garden gallery access meeting.
 - k) **Abbey 104** – No report.
 - l) **David Birley** – David advised of two forthcoming free events: Easter Fun Day at 3pm on Easter Monday, with an egg hunt for under 11s. Local schools are creating posters; and Sherborne Summer Festival on 17th June, 12 noon – 10pm on Purlieu Meadow. There will be two stages, and it will include medieval warfare, longbows, fly fishing, Artslink, dinosaur and a helicopter fly-past. Schools are doing posters, banners, programmes.
- 8) **Dorset Tourism Association** - Janet gave a brief outline of the role of the DTA and its forthcoming conference (28 March).
- 9) **Any Other Business** – the need for toilets in the Abbey, both for general visitor use and in light of the many events held there, was discussed.
- 10) **Date of next meeting – Thursday 18th May 2017 – 2.30pm – The Council Chamber, Manor House, Newland.**