

Sherborne Area Tourism Forum

Notes of the Meeting held on Thursday 14th September 2017 at 2.30 pm
In the Council Chamber, Manor House, Newland.

ATTENDANCE: Janet Schofield (Chair & TIC), Cllr. David Birley (STC/ Tourism Forum), Cindy Chant (Sherborne Blue Badge Guide), Marjorie Snowden, Moira Western (Douzelage), Helen Priest (ArtsLink), Gillian Gunner (Sherborne in Bloom), John Gaye (Sherborne Literary Society), Nicky King (The Eastbury Hotel & note taker), Trevor Savage (Sherborne TC), Jane Adkins (A Head for PR), Sally Westlorton (COT), Cllr John Andrew, Bob Walden

- 1) **Apologies:** Linda Woods (Sherborne Abbey), Josie Elias (Photographer), Samantha Muir (Musician), Barry Brock (Sherborne Museum), Patricia Spencer, Geoff Ward (Sherborne Waterwheel)
- 2) **Marjorie Snowden** wished to inform the Forum of the sad death of Francesca Denning who had made such a valuable contribution to Sherborne as town manager, organiser of the home stay for Ironman and founder/editor of the Conduit magazine.
- 3) **Minutes of previous meeting: AGREED.**
- 4) **Matters arising:** None
- 5) **SATF Activity update:** Please see Janet's attached report. Janet drew attention to Josie's report requesting more 'what's on' flyers so that she may insert them on the website. Liz Burt has been asked by Dorset Magazine to research a feature on Sherborne, focusing on the arts. In the same issue there is a paid for feature on 10 Sherborne Gems, featuring local businesses.
Jane Adkins mentioned that she is facilitating a visit by a journalist writing an article on group travel
Dorset Ambassador - Janet encouraged everyone to become an Ambassador.
<http://www.dorsetambassador.co.uk/>
- 6) **TIC report:** TIC future under ongoing review. Thriving events scene in Sherborne at the moment, with lots of tickets on sale in the TIC.
Report from Visit-Dorset team attached.
- 7) **Member updates:**
CoT- Website sherbornechamber.gov.uk is up and running and now accepting payments by PayPal
There has been a collective objection to the development taking place at 62 Cheap Street
3 December is Christmas shopping day
BID is being explored by Nick Hunt & the Mayor
Purchase of a defibrillator being investigated for the top of town

Artslink new term starting
Planning a big party for Christmas time showing Viceroy and evening will have an Indian theme
Flicks going well as are pre flicks suppers

Sherborne House No news

Sherborne Museum see report

Sherborne Steam and Waterwheel see report

Family History Society see report

Forum would like to wish them well on their move to Yeovil and agreed that they would be most welcome to attend future meetings should they wish

Douzelage report pending

Sherborne in Bloom Britain in Bloom judges in Sherborne on 7 August and results to be declared 27 October in Llandudno.

If successful should be very good for tourism due to national press coverage

Please forward any ideas of funding sources for winter hanging baskets

Town Council

Paddock Project- in July, agreement in principle was reached for a long term lease (25 years) to be given to SCAT subject to various criteria. Heads of terms are being developed

Digby Hall preliminary investigations have revealed that roof is in a better state of repair than expected. DCC building Property services being consulted extensively

Abbey 104 no report

Blue Badge see report

Cindy sought support for a day celebrating Walter Raleigh on the 400th anniversary of his death proposed date 18/10 2018- Raleigh 400

Unanimous agreement that it should be explored further and put on as an agenda item at the next meeting (**to be actioned by Janet**)

John Andrew West Dorset have indicated that there are to be some free parking days available by request from the town on special event days

Parking review on going

David Birley following success of this year's Town party it is proposed that it will be repeated next year but date has yet to be decided

Tourism Guide being written at the moment to be available in 2018

Twinning Association see report

8) **SAFT Initiatives**

Cruise educational See report - members fully supported a presence at the marketing event and agreed that the expenditure of £75 had been a good idea. Event taking place in Portland 19 October. Janet to co ordinate Sherborne presence at event.

Wayfinding see report - universal agreement to explore possibility of Leader Funding

Shop Window Vinyls see report - universal agreement to explore possibility of Leader Funding

9) **AOB**
Eastbury Hotel has been notified that it is in the final three in Dorset magazines Best Hotel restaurant. Award ceremony on 28/9
Oliver's are in the final of the best coffee shop

10) **Date of next meeting**

16th November 2017 at 2.30pm at Council Chamber, Manor House, Newland