

# Sherborne Area Tourism Forum

Notes of the Meeting held on Thursday 26<sup>th</sup> January 2017 at 2.30 pm  
In the Council Chamber, Manor House, Newland

**ATTENDANCE:** Janet Schofield (Chair & TIC), Jane Adkins (A Head for PR), Barry Brock (Sherborne Museum), Patricia Spencer (SDFHS), Cindy Chant (Sherborne Blue Badge Guide), Moira Western (Douzelage), Helen Priest (minute taker + Artslink), Sally Westlorton, Trevor Savage (Town Clerk), David Birley (STC Mayor), Nicky King (The Eastbury Hotel)

**1) Chairman's Opening Remarks:** Janet thanked everyone for attendance. Following last Quantum presentation welcomed any further speakers relevant to Forum interests.

**2) Apologies:** Marjorie Snowden, Linda Woods, Josie Elias (Photographer), Gillian Gunner (Sherborne in Bloom), Colin Lambert (Abbey104FM).

**3) Minutes of previous meeting:** Agreed as circulated.

**4) Matters arising:**

**5) SATF Activity update:**

Janet reported on analytics of first Sherborne video with 4500 views and still on Daily Mail website. Janet to confirm and check video embedded with other local websites (ie STC).

Currently 789 Twitter followers with Facebook page 'set up' but not active.

Janet read complimentary quote from letter received from member of Public regarding new website.

Jane Adkins working on 'Valentine' promotion. Link made between food and romantic relationship of Sir Walter Raleigh producing a 'Sherborne biscuit with special logo' created by local baker Oxfords. Also available a special Sourdough. On sale by 14 Feb with pictures for website.

Due to a cheaper than expected advert in the West Dorset Holiday Guide a small sum has been saved from funds. Request to STC that balance be committed to other work: hope this will be considered at February STC meeting, along with the activity update prepared for the Town Council.

**6) TIC report.**

New Guides are now available in TIC. Note that Abbey Festival ticketing starts 14<sup>th</sup> February.

**7) Member updates:**

a) **Chamber of Trade** – Report attached.

b) **ArtsLink** –. No report. Publicity now starting for new Garden talk with Emily Utgren (Mar) and Music Hall production from the Theatre Players (Apr). Support requested with publicity distribution to ensure widest audience into Sherborne.

c) **Sherborne Literary Society** – no report

d) **Friends of Sherborne House** – no report

e) **Sherborne Museum** – Report attached.

- f) **Sherborne Steam & Waterwheel Centre** – no report
- g) **Somerset & Dorset Family History Society** – Report attached. No decision on premises but unlikely to stay in current location beyond February 2018. If no location found in Sherborne may need to relocate with loss of many overseas and native visitors to the area. New publicity Officer featured on local Somerset/Abbey radio.
- h) **Douzelage** – New Chair Malcolm Annesley appointed. New programme for 2017 available including links with Gryphons school and Sherborne walkers. Discussion in May re BREXIT implications and affect on Douzelage.
- i) **Sherborne in Bloom** – no report. Will receive trophy in March at SWinB Torquay event. Move to increase hanging baskets from 120 to 150 through Town with self-watering ability. Planning process with WDDC underway but complicated.
- j) **Sherborne Town Council** – Report made by Trevor Savage (Town Clerk).
  - a) Digby Hall partially refurbishment underway. New chairs/tables available from May. New bar franchise open to tender to start 1<sup>st</sup> April. Building re-furb and decorating to be on a phased basis to allow maximum usage of facilities. Expected completion 2018. STC to fund with no support from WDDC.
  - b) Art Gallery/SCACT. Proposals viewed and discussed by STC Working group who made recommendation to STC Jan meeting that a Public Consultation required before Council view made. Further details from SCACT required before decision.
  - c) Unitary Authority. WDDC to make formal announcement of option selected for future authority. Impact on STC who will need to take up services previously managed by WDDC/DDC.
- k) **Abbey 104** – no report.
- l) **Others** –
  - David Birley (Mayor) announced two local events:
    1. Easter Monday fun day with children's' Treasure Hunt in Pageant Gardens
    2. Sherborne Summer Festival (17 Jun) with 2 stages for local bands/events.
  - **Eastbury Hotel** waiting result of following SW Tourism nomination. Reminder LAG funding available (attached).
  - **Blue Badge Town Walks** – Report Attached.

**8) Dorset Tourism Association.** LEP (Local Enterprise Partnership) announced with support for tourism business. Conference end March at Kingston Maurward. Information has been sent separately to SATF members.

**9) Any Other Business** – none

**10) Date of next meeting – Thursday 23<sup>rd</sup> March 2017 – 2.30pm – The Council Chamber, Manor House, Newland.**