



Sherborne Area Tourism Forum

Notes of the Meeting held on Thursday 14 July 2016 at 2.45 pm
in the Council Chamber, Manor House, Newland.

ATTENDANCE: Janet Schofield (Chair & TIC), Barry Brock (Notetaker and SDFHS), Colin Lambert (COT), Cllr. David Birley (STC), Jane Adkins (A Head for PR), Cindy Chant (Sherborne Blue Badge Guide), Marjorie Snowden, Moira Western (Douzelage), Helen Priest (Artslink), Sally Westlotorn (SAP/STC).

1) **Chairman's Opening Remarks:** Janet explained that the start of the meeting had been delayed to enable some Forum members to view the Sherborne Hotel redevelopment plans. She apologised for there being no notes of the previous meeting; however, the reports will be available to read on the STC website.

2) **Apologies:** Geoff Ward (Sherborne Steam & Waterwheel Centre), Nicky King (Eastbury Hotel), Linda Woods (Sherborne Abbey), Gillian Gunner (Sherborne in Bloom), Josie Elias (Photographer), Samantha Muir (Musician).

3) **Minutes of previous meeting:** Not available

4) **Matters arising:** Covered under the agenda items which follow.

5) **SATF Activity update:** Please see Josie's attached report. Janet and Jane had met to establish that future promotions would emphasise day trips. Jane is producing a PR plan. **Action: JA**

6) **TIC report:** Report attached. The desirability of linking other parts of the town with visits to Sherborne Castle by cruise line passengers was discussed, and also encouraging coach visitors to the town to go to the Castle.. David said he would follow-up at a forthcoming meeting. **Action: DB**

7) **Member updates:**

a) **Chamber of Trade** - Efforts were being concentrated on updating the website and on making contact with traders new to the town.

b) **ArtsLink** - Report attached.

c) **Sherborne Literary Society** - No report.

d) **Friends of Sherborne House** - No report..

e) **Sherborne Museum** - Barry said that he felt the wide scope of events arranged by the Curator had given the Museum real impetus, making it a significant asset in Sherborne's range of tourist attractions.

f) **Sherborne Steam & Waterwheel Centre** - No report.

g) **Somerset & Dorset Family History Society** - Barry reported that his season of pub walks was due to commence that evening.

h) **Douzelage** - Moira said that the Brexit vote had come as a shock to our European partners and although not wished for by them, could put Sherborne's continuing membership at risk. She then described the wide range of activities currently underway, including the Folk Festival, due to take place on 19/20 August. Full details of activities are on the new web site <http://sherborne-douzelage.org.uk/whats-on/>.

- i) **Sherborne in Bloom** - Judging will take place shortly, with the results announced in September.
- j) **Sherborne Town Council** - No report. David Birley said that no final decision had been made on the £500k on offer from WDDC, although it was possible that space could be found within the proposed new arts centre for the TIC if this went ahead. The Sherborne Hotel redevelopment consultation was discussed. It seemed that the focus was to be on the restaurant, as the boutique hotel would have only 24 rooms (84 bed spaces), insufficient, for example, for hosting coach parties. It was agreed that the Forum should suggest that more rooms were required, and Janet agreed to collate the comments. **Action: JS**

k) **Others**

- **Blue Badge Town Walks** - Report attached. Colin circulated copies of his next Sherborne Times profile, which would feature Cindy. Cindy reported that she now had her own website: <https://sherbornewalks.wordpress.com/>.
- **Queen Elizabeth's 90th Birthday Celebrations:** - David said that given the success of the QE90 day, it was now hoped to hold a similar event (less the parade) next year (17 June 2017). It was encouraging that the Abbey 104 disc jockey had attracted a group of young followers from London, although Colin reported that the radio station was not breaking even and required new funds.
- **Sherborne Art Club Open Exhibition** - the Exhibition would take place between Friday 22 July and Sunday 31 July (10 am to 5.30 pm) in the Digby Hall (Hound Street).

8) Visitor parking: Following a wide-ranging discussion of the problems associated with parking in Sherborne, it was agreed that the Forum should recommend that a thorough investigation be undertaken by the Town Council (with involvement at District and County level). In particular, it was felt that the pricing structure needed to be more flexible, to better enable short-term parking by residents, and that signage was inadequate and not properly maintained. Janet agreed to collate comments from the discussion. **Action: JS**

9) Any other business:

a) Changes to the Registration Service in Dorset - Dorset County Council proposals to reduce the number of Registration Offices from eleven to five would mean the closure of the Sherborne Office. As this was likely to have a detrimental effect on the ability to hold weddings locally, Forum members are invited to complete the consultation survey available at the Registration Office, the Library, or online at www.dorsetforyou.com/registration-consultation.

b) Call for Projects 2016 - Barry said that he had represented the Forum at a 'task and finish group' meeting, organised by Dorset County Council, with the objective of refining an application for project funding due to be made to North Dorset Local Action Group. The meeting had also been attended by Nicky King and by Peter Neal, and the resulting application text is attached.

c) Fringe Festival for Sherborne - Jane had been working on proposals for a new event, specifically, a Fringe Festival for Sherborne. She had prepared a draft Proposal and Scoping Document, which Janet said she would circulate. Forum members were invited to submit their comments in time for a discussion at the next meeting.

Action: all

d) Literary Festival - Due to take place during 12/16 October.

10) Date of next meeting - **Thursday 22 September 2016** - 2.30pm - The Council Chamber, Manor House, Newland.

Josie Elias Photography - July 2016 update

SherborneDorset.co.uk

The website content continues to be updated and made more comprehensive.

A page **2016 June, Queen Elizabeth Day** has been added under **Share the Memories** under the **What's On** tab. This page includes a brief description of the events that took place on the day, as well as a set of photos for visual impact. Posters advertising forthcoming events have been updated on the Home page to keep the page interesting and vibrant. Under **Plan your Visit** the comprehensive listing *Eating Out in Sherborne* with photos has been further updated.

The **What's Coming Up** listings, for both Sherborne and the Dorset area, are updated regularly. Event organisers are more active in supplying information and some are sending information by email for inclusion on the site. There are still a lot of events that are not included because the details are not forthcoming.

The **Plan Your Visit** section is still being expanded and Sherborne businesses and traders are invited to submit information via email or by using the interactive form. Visitors to the site, who are planning their trip to Sherborne, emailed asking for more information on local restaurants and accommodation in the area.

A Facebook page is has been set up but has not been made public.

Google Analytics (8 July 2016)

Top Pages

1. [Markets | Sherborne in Dorset](#) - 12 Views
2. [What to see around Sherborne in Dorset | Sherborne in Dorset](#) - 11 Views
3. [What's on in Sherborne | Sherborne in Dorset](#) - 9 Views
4. [Yetminster | Sherborne in Dorset](#) - 3 Views
5. [Plan Your Visit | Sherborne in Dorset](#) - 3 Views

Google Analytics - Past 30 days (8 July 2016)

Top Pages

1. [What's on in Sherborne | Sherborne in Dorset](#) - 358 Views
2. [Markets | Sherborne in Dorset](#) - 218 Views
3. [Pack Monday Fair | Sherborne in Dorset](#) - 144 Views
4. [What to see around Sherborne in Dorset | Sherborne in Dorset](#) - 132 Views
5. [Illustrated map of Sherborne | Sherborne in Dorset](#) - 118 Views

The top referrer to the SherborneDorset website is [t.co](#) (Twitter)

Twitter

Tweets are scheduled in advance using Hootsuite resulting in an increase in followers. Where possible, photos are used in the Tweets to make them more eye-catching.

600 Followers : 8 July 2016 (compared to 542 Followers on 13 May 2016).

YouTube Channel : Sherborne Dorset : 10 subscribers

Discover Sherborne - published 8 March 2015
3241 views and 9 likes (up from 2853 views in May)

Seasons in Sherborne - published 8 March 2015
301 views and 4 likes (up from 288 views in May)

Events in Sherborne - published 8 March 2015
507 views and 4 Likes (up from 433 in May)

Christmas in Sherborne - published 04 November 2015
228 Views and 7 Likes (up from 200 views in May)

History of Sherborne, Dorset - published 15 March 2016
163 Views and 4 Likes (up from 126 views in May)

Sherborne TIC Update

Update from Tourist Information Centre

- QE90 weekend generated a lot of interest locally.
- Sherborne Castle jousting was reasonably well attended, though did clash with Yeovilton Air Day. It isn't know whether this will become a regular event.
- TIC service review is ongoing.

Update from Tourism Promotion and Development

New visit-dorset.com website coming October 2016 - Following a rigorous tender process, the Visit Dorset Tourism team awarded a new five year contract to NewMind|tellUs to provide a Destination Management System and major re-design of www.visit-dorset.com, the official tourism destination website for Dorset.

The team have been busy agreeing new website designs and are now writing new content pages under the guidance of a NewMind/tellUs SEO specialist. This will help to ensure that the visit-dorset.com website maintains its high profile position on the leading search engines. [Visit-dorset.com](http://visit-dorset.com) will become a fully responsive destination website to build on the significant success of the current visit-dorset.com site. We are hoping to launch the new site in the autumn.

New Visit Dorset Video - The team's brand new, 3 minute, promotional video highlighting the very best of Dorset to visitors has now been viewed by 116,000 people and shared over 2,000 times.

The team successfully bid for money from the South West Tourism Growth Fund to produce the video and worked with Bournemouth based LoveLove Films, an independent multimedia production company.

Dorset Guide goes Multi-Lingual - As part of the recent South West Growth Fund Campaign, the team were also successful in securing funding to translate the Dorset Guide into a variety of languages to provide a warmer welcome to overseas visitors. The Dorset Guide will soon be available to download on our visit-dorset.com website in Dutch, French, German, Italian and Spanish.

West Dorset Holiday Guide Packages for 2017 - Keep an eye on your letterbox in early September for details of our 2017 visit-dorset.com and West Dorset Holiday Guide and Exploring West Dorset advertising packages. All advertising details are coming out slightly later this year to avoid the busy summer season.

Dutch Press Trip - At the end of June, the team helped with arrangements for a Dutch press visit from REIZEN Magazine, the largest Dutch travel publication (monthly magazine, approx: 50,000 copies). Editor Anne Wesseling and photographer Paul Tolenaar incorporated a visit to Sherborne and a stay at The Eastbury Hotel into their short visit to Dorset. The article's main focus was the Jurassic Coast and fossil hunting, but as they were travelling from Bristol we were able to encourage a stop off in Sherborne and suggest visits to local attractions.

North Dorset Museum Collaboration - The team are pleased to be working in partnership with North Dorset Museums who were successful in securing some grant funding to promote a small selection of North Dorset museums. A marketing campaign a 'Cabinet of Curiosities' will see a dedicated period of promotion in September and October on our visit-dorset.com website, e-newsletters to consumers and via our social media channels.

JS/12 July 2016 @SherborneTIC

Artslink Report for Sherborne Area Tourism Forum – 14 July 2016

ArtsLink/TakepArt activities all running well. **ArtsLink** Report for 2016 so far:

- Summer programme now finished. Summer Show a great success with over 140 exhibits of a very high standard and range of 2D/3D visual art. Could improve the visitor numbers so will be looking at how we can improve and perhaps lengthen the show (currently 2.5 days) and increase audience.
- Autumn programme out with many classes already full.
- FLICKS has kept good audiences but film selection difficult with current round of films. Interesting that different types of film will draw from a different audience that do not attend regularly.

TakepArt events:

- Arts Buffet continues to be popular, next one Oct.
- Queen Elizabeth Day. ArtsLink pleased to support the event on the day but disappointed that no credit was given in any press coverage. Very busy all day as only activity being offered - loved the 'picture on the throne' once they had made their crowns.
- ArtsLink will providing vibrant and creative sessions supporting many children and families in the community, during the summer term.
- TakePart will officially finish end of September. ArtsLink committed to providing youth activities albeit in a reduced form in the future.

Parkinson's Dance:

- We are delighted that our new partnership and project with Bournemouth Pavillion South West has successfully launched 'Parkinson's Dance' to Sherborne starting 26th April for initially one year, in the Digby Hall. Draws from Parkinson's groups in Dorchester, Crewkerne and Wincanton/Gillingham on a weekly basis.

Looking forward to a busy autumn and new events through next year.

ooOoo

Sherborne Walks - Report from April 2016 – July 2016

I am delighted to report that already this summer so far the walks have gone very well. Not huge numbers but always a steady stream 6-8 people keen to do the town walk.

This year I have divided the walks into two areas

Walk One: Every Tuesday at 10:30am from the TIC. Incorporating the Abbey, the Almshouses, most of the School (grounds only) and returning back through Cheap Street, the Conduit, Bow Arch and Church.

Walk Two: Every Thursday at 10:30 from the Post Office in Cheap Street. Incorporating Upper Cheap Street, The Green, Greenhill, The Julian, into Newland, along Newland, Sherborne House, Paddock Gardens, Manor House, Newland Borough and back along Hound Street.

Bank Holiday Walks

Easter Monday March 28th at 11am. -2 people.

May 30th at 11am. - 2 people.

August 29th at 11am. –Yet to be done.

Sherborne Town Celebration Walks for Queen Elizabeth 90th Birthday

A special walk from Pageant Gardens incorporating the outside and inside of the Abbey and the School Courts, finishing in Hound Street and the New Murals illustrating the History of Sherborne which is in the Town Car Park.

North Dorset Local Action Group - Call for Projects 2016

Deadline for Outline Applications 7 October 2016

Calls for Projects 2016: Applications are welcome for project funding to help the Local Action Group achieve one of the key objectives of its Local Development Strategy (LDS). This is a competitive process and applications will be considered by the LAG against each other.

The Project: 'Maps & Apps': a project to put the area on the map

High quality built and natural environments, successful cultural events and venues, and a strong local food and drink sector are just some of the reasons why the area is popular with resident and visitors alike. But residents feel that many of the county's tourism resources are directed towards the coast leaving much of the inland area to be under visited, unknown and hidden from view.

We are calling for an innovative project to create a digital platform for community based tourism. The project should identify and help to increase awareness of hard to reach areas and result in increased employment opportunities across the sector, increased visitor numbers, length of stay and spend.

The content of your proposed digital platform could be focussed upon a particular theme or subject appropriate to the area's special character, heritage and rurality. It must be sustainable and pro-active; able to be kept relevant and up to date with all the usual safeguards. You should work with local commercial and community organisations and be able to connect users with the information they need before, during and after visiting the area.

The funding is available for the design, development and launch of the project. This could include developing new or using existing software, data and location services; developing relationships and content; links to other providers; and promotion and marketing. Your application should demonstrate how you plan to ensure its sustainability and growth over a five year period, particularly how you plan to ensure currency and adaptation to changes in technology alongside continuing engagement from the community and businesses.

Outputs and Outcomes

The project should contribute to the LDS objective to create 8 jobs in the tourism sector, and increase the number of overnight stays in the Local Action Group Area.

The project should also:

- benefit and involve a wide range of community, public and commercial tourism sector providers as well as the wider rural economy. In your application you should demonstrate how you will measure and show this.
- be exemplary and replicable in other areas and by other communities. In your application you should consider how you will promote your project and support other organisations in learning from your experience.