



Sherborne Area Tourism Forum

Minutes of the Meeting held on Thursday 23 March 2016 at 2.30 pm in the Council Chamber,
Manor House, Newland.

ATTENDANCE: Janet Schofield (Chair & TIC), Barry Brock (SDFHS), Colin Lambert (COT), Geoff Ward (Sherborne Steam & Waterwheel Centre), Nicky King (Eastbury Hotel), Cindy Chant (Sherborne Blue Badge Guide), Sue Adams (Sherborne Literary Society), Marjorie Snowden, Maggie Hague (Sherborne Vintage Market), Moira Western (Douzelage), Helen Priest (Artslink), Sally Westlotorn (Secretary - SAP/STC).

1) **Chairman's Opening Remarks:** Sally Westlotorn (Sherborne Area Partnership) has acted as Forum secretary for some time but is stepping down due to the discontinuance of the SAP. Janet thanked her on behalf of the Forum for her sterling work and support.

2) **Apologies:** Linda Woods (Sherborne Abbey), Gillian Gunner (Sherborne in Bloom), Josie Taylor (Photographer), Samantha Muir (Musician), Jane Adkins (A Head for PR), Elisabeth Bletsoe (Sherborne Museum), Trevor Savage (Town Clerk), Cllr. David Birley (STC),

3) **Minutes of Thursday 21 January 2016 meeting:** Agreed, subject to the addition of Barry Brock's apologies.

4) **Matters arising:** Covered in following agenda items.

5) **SATF Activity update:** Please see Josie's attached report. **PR:** Jane has just issued a press release promoting Sherborne history and the new video launch. Forthcoming PR may cover gardens/SW in Bloom/Capability Brown/Water supply (Waterwheel); QE90. There will be a Sherborne feature in May Dorset Magazine. Janet will send an update of 2015/16 activity to the Town Council and will prepare a draft proposal for 2016/17 for circulation to SATF for discussion.

JA/JS

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

7) **Member updates:**

a) **Chamber of Trade** - Colin reported on the following - a) AGM on 9 May - it is likely that it is likely that Andrew Maddock will be President, Sue Smith Chair and Jane Wood Vice Chair. b) any plans for a BID have been shelved, c) CoT is supporting QE90 celebrations, d) Nick Hunt is setting up another series of breakfast seminars, e) new website is being set up, d) looking at how to improve market parking, e) Festive Shopping Day plans underway (post-meeting note; 4 December), f) looking into the rise of commercial rents in Sherborne.

b) **ArtsLink** - Report attached.

c) **Sherborne Literary Society** - Report attached.

d) **Friends of Sherborne House** - No report. Agreed to ask Robin Legg if possible to have verbal or written report for next meeting.

JS

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

f) **Sherborne Steam & Waterwheel Centre** - Report attached.

g) **Somerset & Dorset Family History Society** - Barry reported a) successful photographic open day in March, b) Membership of SDFHS is in decline as information is increasingly accessible on-line; keen to promote family history as of tourism interest, c) Heritage Alliance open day planned for 21 May, d) three different Pub Walks planned for July and August.

h) **Douzelage** - a) Young musician competition attracted more than 20 participants b) folk festival in August c) two fund-raising concerts in Cheap Street

i) **Sherborne in Bloom** - No report, but noted that judging will be in second or third week in July.

j) **Sherborne Town Council** - No report.

k) **Others** -

a) **Blue Badge Town Walks** - Report attached.

b) **Nicky King** - noted that the lower end of town is very quiet and appears to have been affected by free Watirose parking. Also, LAG applications have been sent in and are being considered.

8) **Queen Elizabeth's 90th Birthday Celebrations:** - Saturday 18 June. Groups have been contacted to register their interest in being involved (copy attached).

9) **Any other business:**

a) **New Secretary** - the secretarial role needs to be fulfilled, either by one volunteer or through rotating the duties around Forum members. Sally will ask for a response by 6 April.

ALL

b) **Sherborne Castle** - Cindy noted that the Castle is welcoming cruise liner coach trips and that it would be good to encourage these visitors into the town too. Marjorie agreed and noted her intention to make contact with someone at the Castle Visitor Centre.

c) **Sherborne Hotel** - Signs to the old hotel have now been taken down. Peter Neal advised Janet that Quantum had recently met planning officers.

d) **Footpaths outside Abbey** - Moira mentioned the poor state of the paths outside the Abbey, which create a bad impression for visitors and can be unsafe. She has raised it with the Abbey.

10) **Date of next meeting** - Thursday 19 May 2016 - 2.30pm - The Council Chamber, Manor House, Newland.

Janet Schofield