

WHITE CLIFFS COUNTRY TOURISM ASSOCIATION

MINUTES OF A GENERAL MEETING HELD ON 25TH MAY 2010 AT THE BELL HOTEL, SANDWICH

Present: 10 members as recorded in Attendance Book – Terry Sutton in Chair.
In attendance: Sandra Killick - Minutes (DDC)

1. Apologies for absence received from: Debbie Dainton (Dover VIC), Dave Atkins (Dover Transport Museum), Alison Charles (National Trust), Chris Newey (Norfolkline), Hilary Moger (KTQP), St Margaret's Holiday Park, Ben Walton (Marquis at Alkham), Len Morriss (Ardmore GH), Carmel Morriss (St Martins GH), Adeline Reidy, Margaret Reidy (Number One GH), Sandra & Ken Upton (Gardeners Rest), Melanie Clarkson (Sandwich Town Council), Bill Hamblin (DGHA) and Amy Doran (Lydden Hill Race Circuit).

2. APPROVAL AND ADOPTION OF MINUTES – 8TH DECEMBER 2009

It was proposed by Mike McFarnell and passed unanimously that the minutes of a general meeting held on 8th December 2009 be approved and adopted.

3. MATTERS ARISING THEREFROM

No matters arising.

4. TREASURER'S REPORT

Jon Iveson advised that are looking for new Treasurer. Due to change in personnel accounts are with DDC to be looked at by Audit Section.

Liz Dimech volunteered to be Treasurer – will need to get agreement from Executive.

5. WCCTA EXECUTIVE

Annette McPherson had recently stood down as chairperson and the new Executive Committee met on 11 May. It had been agreed that Terry Sutton would chair meetings for 3 months and Jon Iveson would take on role of Vice-chair. After the 3 month period if another member of the Executive would like on take on chairperson role they can do so or Terry will carry on.

Copy of Future Project Form was circulated to members – it had been agreed that a form should be completed for any ideas for future projects and submitted to the Executive to look at financial implications and then make a recommendation to full membership. Mike felt that should have criteria to say that should benefit all 3 towns – Jon confirmed that this form was just the front sheet and would not be the only piece of evidence needed to request funding for a project. It was also agreed that the member whose idea the scheme/project is would be invited to an Executive meeting to present their idea.

Had been agreed to send Horace Holyer to Anchors Ostende exhibition.

6. APPLYING FOR FUTURE WCCTA FUNDING

Discussed under item 5.

7. **DOVER DISTRICT COUNCIL UPDATE**

Jon outlined that budget for next years marketing campaign is secure at moment so planning to repeat 2010 marketing campaign. First meeting to discuss the 2011 campaign had been held yesterday and a draft guide would be drawn up. It is usual practice to ask some WCCTA members to look at the guide normally when it is at second draft stage so if anyone is interested to let Jon know. All copy and PDF of guide goes onto White Cliffs Country website.

Jon outlined that DDC no longer fund the Tourism offices in Sandwich and Deal, this is done by their respective Town Councils and a question had been raised as to why DDC are fully funding the Dover office. Dover Town Council would possibly fund but would need the office to move to a more central point in town and DDC are waiting for meeting with Dover Town Council but discussion will take place.

Lot of work going into web development and new packages have been brought for website. The Open Golf in Sandwich is only 14 months away and website, which is currently in test form, will go live at the Open in Scotland in July. Rental of houses is being done through Colebrook & Sturrock.

Lot of Jon's time take up with Rolls Royce exhibition in museum which is due to open Monday 31st May. There will be a re-enactment of Rolls flight across the channel on 6 June and firework display on 5 June.

Mike said with regards the marketing package did not have a problem with £400 fee but had issue with option for free entry on website during 2010 and had been advised that this was only 1 year concession and asked for confirmation of this – Jon confirmed that this was correct. Mike felt that there should be more details on WCCTA website and Sandra Killick confirmed that this website is being redeveloped. Discussion took place with regards to the White Cliffs Country guide and website and some of those accommodation providers present felt that the majority of their business did not come from guide. Jane Martin said that lot of cruise tourists have guide and Sue Caton agreed that they were useful as lots of tourists coming in coffee shop pick up the guide. Matt Collins asked about distribution and Jon confirmed that they were distributed in various outlets, including VICs and through a fulfilment house. Norfolkline also rebranded the 2010 guide to put onboard their ships. Are producing more leaflets and these have also been done in other languages. Mike thought that there were two events vital for the guide, Golf and Olympics – Jon said that print media is still relevant but less so and in long term looking at phasing out.

Jon advised that it is also on agenda so that people can get details from website on PDA.

8. **ANCHORS OSTENDE**

Horace Holyer is employed utilising grant from Dover Town Council to act as welcome host in Market Square and distributes relevant literature about town and district and can answer questions from tourists. Horace speaks about 4/5 languages including Flemish and attended the Anchors Ostende exhibition last year at a cost of £1500. As outlined under item 5 the Executive had agreed that would repeat visit this year from 27-30 May.

9. **ANY OTHER BUSINESS**

Mike felt that Cruise need to debated and thought that someone from Visit Kent should attend a meeting to say what they are doing as aware that majority of cruise passenger to Dover stay at the Burstin. JI suggested that it would be better if someone from Cruise Connections was invited. Trevor believed that number of cruise ships is reducing next year and that maybe this was something should also address.

Question was raised as to whether English Heritage would be opening Dover Castle earlier for cruise passengers this year – Philippa did not think that operationally the Castle would be able to do this as need to have a lot of staff in place especially now the Great Tower is open and thought that this was only done last year as the Tower was closed and sold 'grounds' only passes. Mike felt the castle should be major factor in town but did not fulfill potential because of parking and said logistically buses should pick up from town and not in field near to the Castle– Philippa thought that a lot of visitors would not want to park in town.

Terry thanked Matt Collins for hospitality.

Terry asked for information on how much tourism is worth to Dover District and number of employees – Jon confirmed that the Cambridge Report, which gives this information, was last done in 2006 and that 2009 report is being prepared at the moment so up-to-date figures will be available soon.

There being no further business the meeting ended.

10. **DATES OF FUTURE MEETINGS**

General: 20 July 2010, 11am at Pines Calyx, St Margaret's Bay
12 October 2010, 11am – venue tbc