

# 40 *Cruise Welcome Group*

## *Meeting on 20th August 1997* MERRIL LILLEY

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THE MEETING WAS HELD at the Town Council Offices, Castle Street. It was reported that various new contacts had been made with nearly all the shipping agents and it was hoped to try to increase our presence on the ships next year. It was also suggested that early next year these new contacts be invited to Dover for familiarisation trips.

Next year there will be fewer ships overall. This is due mainly to the fact that some of the ships using Dover as their home port are going on long haul cruises and will thus be away for much longer periods. 115 ships are expected, the majority in the summer months, as has happened this year, so in fact the difference is minimal. It was felt that every effort must be made to attract ships to the port as the cruise ship industry is for ever fluctuating.

One of the major items for discussion was the provision of a promotional information pack. This would need enormous resources, not least the filling of 25,000 envelopes. Questions of help, logos, funding, sponsorship, design and printing were all discussed. The package would have to be ready by April 1998.

A trial day for the use of Horse & Carriage from the docks was to be held on 30th August, when the *Maasdam* was in port. Results are awaited.

Colin Sawyer reported the success of the Dover Guide which appears to have had a great impact on the town, not only for

passengers and crew but also for local people. The current monthly print was 4,000 copies and it was felt this could be increased. Colin agreed, saying all that was needed was a small increase in the number of advertisers. The idea of translations into other languages (French, German, Italian, Dutch) was also discussed.

It was suggested that the group now needed a paid co-ordinator and that this was evident from the time Miranda had spent on cruise work this summer. The group needed someone to be in charge of keeping in contact with agents and tour operators. It was thought that contributing parties to the salary for the post might include Dover Harbour Board, D.D.C., T.C.M. and Dover Town Council. The post would be for a short term contract covering the cruise ship season. The idea would be explored further before the next meeting.

Tina Pullinger, from Town Centre Management, was elected as the next chairperson of the group.

Under AOB the question of access for taxis to the Eastern Docks, when cruise ships were berthed there, was discussed at length. Drivers felt that a new system should be introduced a.s.a.p. Also discussed was a liaison with the new Radio Station, Neptune Radio.

Lastly, Miranda of Dover District Council, who was leaving at the end of September, was thanked for all her hard work.

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### THE BRONZE AGE BOAT

The Society recently made a donation of £1000 to the Fund for the Restoration of the Bronze Age Boat and an acknowledgement has been received from the Museum Curator, Miss Christine Waterman, on behalf of the Fund.