

TENTERDEN TOWN COUNCIL



MINUTES OF A TOURISM & BUSINESS COMMITTEE MEETING HELD AT TENTERDEN TOWN HALL ON 15th AUGUST 2016

Councillor Members Present:

M. Carter (Chairman), K. Mulholland, J. Nelson and Mrs. P. Smith.

Non-Councillor Members Present:

Ms. S. Barber (Ashford Borough Council), Cllr. Mrs. C. Bell (ABC) and Mr. J. Crawford.

Officers Present:

Town Clerk Mr. P. Burgess and Deputy Town Clerk Mr. R. Parham.

Others Present:

Cllr. Mrs. Ferguson (not a member of this committee), Mr. M. Bartlett and Mr. M. Yonge.

0187 **APOLOGIES FOR ABSENCE.** Cllr. G. Galpin (ABC).

0188 **DECLARATIONS OF INTEREST.** None.

0189 **MINUTES.** The minutes and reports of the meeting held 4th July 2016 were confirmed and signed as a correct record. Mr. Crawford queried why his request that a link to the new "My Tenterden" website from the Council's own had not been highlighted for action. The Town Clerk explained that this was a matter for the Website Sub-Committee (which was in the process of reviewing the provision of the Town Council's site), and as such the suggestion would be referred to it.

0190 **MATTERS ARISING.** None.

0191 **PERSONAL REPRESENTATIONS FROM MEMBERS OF THE PUBLIC.** None.

0192 **QUESTIONS FROM MEMBERS.** None.

0193 **CHRISTMAS MARKET & FOOD FESTIVAL.** A presentation was given by Mr. P. Kennedy of Market Square Group outlining plans for a three-day event (in association with the Tenterden & District Chamber of Commerce) for the 2016 Christmas market, run by his events company, across the last weekend in November. The three-day format would spread the high visitor numbers out, reducing the impact caused by vehicle movements and parking. Local traders would be offered an advantageous rate, and it was hoped that the makeup of the market would therefore boast a high proportion of local traders. The market would run between West Cross and Tenterden Recreation Ground, and the Town Council's support was sought to enable use of the recreation ground. The group also intended to hold a food festival in 2017 under a similar format. It was clarified that the Town Council had no power to consent (or otherwise) to a town event being organised, but had no issue with Market Square Group applying to book the recreation ground for it like any other user.

- 0194 **COOMBE LANE SUB-COMMITTEE REPORT.** It was expected that further developments in this area would arise from the consultation process being arranged to allocate funds arising from the sale of the Town Council's land as part of the Tent 1 development.
- 0195 **THE GREAT BRITISH HIGH STREET COMPETITION.** It was **AGREED** that the Town Council would work toward entering Tenterden into the competition in 2017, in order to give the necessary time and funding to the campaign to ensure success. The competition was designed to increase visitor numbers to featured towns.
- 0196 **CYCLING PROVISION.** In light of the "Value of Cycling" report, which was endorsed by central government, it was **AGREED** that the Town Council should actively seek ways to improve cycling facilities in Tenterden and (without incurring any expense) in the surrounding area.
- 0197 **VINE INN AREA FEASIBILITY STUDY.** The Town Clerk reported that a feasibility study had not yet been ordered, because it was unclear what the Town Council was hoping to find out from the investigation. A specification would be established prior to an order being placed.
- 0198 **FUTURE AGENDA ITEMS.** The following items were considered for further investigation and inclusion on future agendas:
- (a) Additional Brown Tourist Signage. Information on the application process through Kent County Council could be supplied to parties interested in tourist signage, but this would be the extent of Town Council involvement.
 - (b) Potential Business Rates Support. It had been suggested that the Town Council could offer a loan to start-up businesses to see them through the difficult first few years of trading. The Clerk would investigate whether the Town Council had any powers under which to do this before a full proposal was brought to the Committee for consideration.
 - (c) Promotion of Tenterden through the Confederation of Cinque Ports. Cllr. Nelson reported that the confederation was able to promote specific tourist destinations in Tenterden, when identified by the Town Council. This would be progressed as soon as possible.
 - (d) The Creation of a Liaison Body for Town Events and Projects. It was considered beneficial to coordinate the events of various organisers in the town. A background paper would be prepared ahead of the next meeting.
 - (e) Cycle Link. A cycle link between Tenterden and Headcorn station, possibly along the old railway line. Cllr. Mrs. Bell reported that she had found an Ashford Borough Council file on this subject originating in 2009 which was not progressed at the time, and she intended to raise it for consideration again. Mr. Yonge reported that the line was largely uninterupted (aside from a number of level crossings) and as such would be ideal as a cycleway. He added that he knew of an aerial video of the length of the route, which could be shown to encourage interest.
 - (f) Cycle Maps. To create dedicated cycling maps of the area, in liaison with (and possibly with funding from) local tourist destinations. This would be included on a future agenda.

- (g) Interactive Tourist Notice Boards. The potential to install interactive displays to act as unmanned satellite tourist information centres at Tenterden Recreation Ground (possibly overseen by the operators of the new refreshment retailer which was due to open there) and/or at the Coombe Lane coach park. The issue would also be referred to the Public Buildings Committee for consideration.
- (h) Tenterden & District Camping Sites. Provision of a guide to camping in the area, which was not currently offered by the Tourist Information Centre. Cllr. Mrs. Ferguson reported that she had been looking into this, and would continue to collate information on the subject.
- (i) Finger Posts. To consider changes / additions to the finger posts to correct errors created by changes to the Tourist Information Centre's location, to point to the defibrillator on Station Road from the High Street, as well as to accommodate other appropriate venues who may wish to fund signage.

The Meeting opened at 5.02 p.m. and closed at 6.24 p.m.

The foregoing Minutes and Reports were confirmed and signed at a meeting of the Tourism & Business Committee on the 26th day of September 2016.

Chairman..... (26.09.2016)