

TENTERDEN TOWN COUNCIL – EXTERNAL COMMITTEE

TOURISM AND BUSINESS SUB-COMMITTEE

NOTES OF A MEETING ON 01.08.2017

Present: Cllrs. Mrs Ferguson, Mulholland, Nelson & Mrs. Smith. Cllr Mike Bennett of ABC, Sarah Barber of ABC, Mark Yonge of KESR, Seren Welch (arrived at 5:05pm), and Julie McCollum taking notes.

1. **Apologies for Absence.** Cllr. Carter and John Crawford
2. **Election of Chairman.** Cllr. Mrs S. Ferguson was elected chair
3. **Agreement of Terms of Reference.** Two amendments were made to the suggested Terms of Reference. They will now read-
 - a. **Chairing:** The Sub-Committee shall elect its own chairman on the basis of a vote by the majority of sub-committee members in attendance. This chairman will remain for a period of one year. In the absence of the chairman a temporary chair will be elected as and when required.
 - b. **Frequency of meeting:** (b) on the request of the Standing Committee.

It was confirmed by Phil Burgess that non-council members of this committee can vote.

4. **Destinations management plan.** This item was deferred until the arrival of Seren Welch at 5:05pm.
5. **Christmas Lights.** The Christmas Lights Sub Committee met on the 31st July 2017. Feedback from this meeting was given by Cllr. Ferguson:

a, **Power Supply:** KCC change in rules mean that we will no longer be able to tap into the power supply high up on the street light column to light the Christmas lights on the High Street trees so will need an alternative set up. One option was to dig a trench from a selection of trees to some of the street light columns; billing would be estimated by KCC. Another option tabled at the Christmas Lights Sub Committee was to take the power supply directly from the main power cable in the High Street; billing would be direct from UK Power Networks via a series of cabinets in strategic places along the High Street, there are already two of these, one outside the Town Hall, and one on the Recreation Ground. Scott Mitchell has provided one quote, involving the use of power cables in trenches. He has now been invited to investigate the use of cabinets.

There are no trees by the NatWest parking bays, so that area would not be dealt with by the Christmas Lights Sub Committee as there was no need for a power supply for any trees. However, a power supply by the NatWest parking bays could be utilised for various other events in the Town, and it was agreed that the Tourism & Business sub-committee suggests that a cabinet is also provided for that area and added to the investigation/schedule.

b, **Christmas Trees; the Christmas Lights Sub Committee** was also looking into providing Christmas trees at West Cross, The Fairings and at the Fat Ox Green. Cllr Mulholland confirmed that there was a power supply there.

6. **Christmas Market.** Feedback from the meeting held on 26th July was given by Cllr. Ferguson. The market will run from Friday afternoon into the evening and all day Saturday; 24th-25th November. The opening times are to be confirmed. This event will

be run by volunteers and supported by Tenterden Town Council, who will provide help to fill in forms and paperwork. This year's market will be a traditional market and local shops will be encouraged to set up their own stalls outside their shops. Any conflict of interest will be addressed by careful positioning of stalls. The next meeting is to be held on 15th August.

a, **KESR Train.** Action Mark Yonge will liaise with KESR to arrange the diesel train or possible the steam train to provide transport into town. He will also liaise with the timber yard at Rolvenden to provide as much parking as possible. Although, last year the train times were timetabled once the carriages were full the train left. This worked well. The times of the last train will be well publicised as will car park closing times. Arrangements will be discussed and co-ordinated by Mark Yonge, Cllrs. Mrs. Ferguson and Mrs Smith.

b, **Parking and Traffic.** It was agreed that this needs to be tackled early on. Last year Cllr. Ferguson directed traffic on Station Road and requested staff/volunteers from KESR take on this role this year. It was decided that traffic also needs to be directed at Rolvenden. Mark Yonge will investigate whether KESR volunteers can take this on and suggested that about 6 people might be needed. The availability of any other volunteers, possibly from the Christmas Market organisers, would be welcome. Disabled car parking was also discussed. With the possibility of using Henry Edward's top field at the Station. Cllr. Nelson also asked whether Station Road car park or space behind M&Co could be utilised. Contact needs to be made with Jenny Lewis, from ABC

c, **Overcrowding and Safety.** Sarah Barber, asked that contact should be made with Laurel Niven, ABC Safety Advisory Group (SAG), with a view to an Events Plan based on anticipated numbers. Action Christmas Events committee and the Town Hall.

7. **Folk Festival.** This will take place from 5th to 8th October. There is a VIP reception on 7th October. Cllr Ferguson suggested a possible Mayoral reception to coincide with the Thursday evening concert. Action Cllr Ferguson and Cllr Nelson.

8. **Notice Board Glass.** Replacement glass and smartening up the contents of the boards was discussed.

a, An arrangement has been made with Croft Glass to provide a quote for the replacement of the 'glass' in the three notice boards. (outside White Stuff, WHS and Leisure Centre). Croft Glass have suggested the use of Lexan Plastic sheet which is UV.-protected so it will not discolour, but being a plastic product, it will scratch. They will also quote for Toughened safety glass, but as this is not vandal proof and will break if hit with force, so may not be suitable. Action: Julie McCollum will give a progress report at the next meeting.

b, It was agreed that the contents of the notice boards needed to be smartened up and should focus on things around the town and the local area. This needs to tie in with the destinations management plan.

9. **Large Images for Station Road Coach Park.** Action to contact ABC to find out what is happening with regard to placing large images on the brick wall.

10. **Any Other Business.**

a, Cllr. Nelson will circulate a paper from John Crawford.

b, Cllr. Nelson discussed what type of town Tenterden is – based on the classifications suggested at the seminar last October, the notes of which he will arrange to be

circulated - and suggested that we are a hybrid: convenience/community town with elements of a speciality town and a holiday town.

He identified various possible initiatives to revitalise the High Street:

- Using the market to encourage visitors
- Developing a teenage market
- Encouraging all businesses to get online
- Promoting pop-up shops and business hubs
- Taking action on rents and business rates, including a local landlords' database
- Arranging a seminar to discuss High Street problems
- Promoting hard landscaping improvements to the High Street.

If, after reviewing the papers to be circulated, members feel any of these initiatives is worth pursuing, they can be explored in more detail

Action: ABC to produce a list of landlords and or a landlords' database for Tenterden (as already exists for Ashford town) to help identify who the landlords are, whether they are local, and to talk to them about helping to ensure shops don't remain empty.

In the longer term, keeping high street rents low would require the Town Council to be a significant landlord.

c, The Great British High Street this year. Cllr S Ferguson had not heard anything yet about the Great British High Street and whether it was happening this year. It was suggested that it needs a business champion to lead this.

d, An evening Street Food Market was to be held on 26th August in Market Square. This is a commercial arrangement between London Beach and Canteen Social, but if it is successful then similar events could be encouraged.

11. **Destinations Management Plan.** Seren Welch gave a brief update on her work so far with the local attractions. The Tenterden Offer (the Hub) should be at the centre with pointers to specific areas such as Something for Every Taste (Independent Shops & cafes/restaurants), Love Local Produce (food & drink), Love Gardens (Touring, location), Family Fun (experiences), Market Town History (heritage & countryside). Also discussed was segment profiles for Tenterden: The 'Me' Timers on short breaks, the Sharers (families and friends exploring together) and the Gem Seekers travelling for a specific interest.

11. **Next Meeting** To be held in mid-September. To be arranged via email.

Meeting Closed at 5.50p.m.