

TENTERDEN TOWN COUNCIL – EXTERNAL COMMITTEE

TOURISM AND BUSINESS SUB-COMMITTEE

NOTES OF A MEETING ON 16.01.2018

Present: Cllrs. Carter Mrs Ferguson, Mulholland, Nelson & Mrs. Smith. Cllrs Bill Barrett & Mike Bennett & Sarah Barber of ABC. John Crawford, Shawn Dewey, Rod Hardingham, Simon Robinson, Seren Welch & Mark Yonge.

1. **Apologies for Absence.** Cllr. Graham Galpin (ABC), Trevor Streeter (RVR)
2. **Minutes of meeting 1st August.** Were agreed.
3. **Matters arising.**
 - a) Notice Board Perspex replacement had gone ahead
 - b) The large Pictures on Station Rd car park. Sarah Barber had advised that pre-planning advice should be sought. There was some concern that these may be subject to graffiti. *Action: Pre-planning advice and consultation with surrounding businesses.*
 - c) Seren Welch suggested using briefing packs for coach drivers to highlight possible venues in the town. Rochester use a laminated card system and it is successful. The coach drivers pass the information on to their passengers which can include cafes/restaurants offering discounts. *Action: Check Rochester template and obtain a list of coach operators from local destinations such as Hole Park, Rare breeds, KESR etc. Statistical information on coaches using the Station Rd park is also available from ABC parking services.*
 - d) John Crawford asked that items 10a and 10b (High St Revitalisation) from the previous minutes should be included on the next agenda. *Action.*
 - e) Great British High Street. This competition is no longer run.
 - f) The evening food market in August run by Canteen Social in the market square had been a great success.
 - g) Landlords list. This was required to facilitate conversations with landlords to discourage empty units. Cllr Bill Barrett would provide a list. *Action.*
4. **Waitrose notice board.** Seren Welch pointed out that this was often the first board seen by tourists coming to the town & it advertises funerals! The board is owned by the Chamber of Commerce and Simon Robinson offered to raise this with the TDCC and whether there was a possibility of seasonal tourism displays on the board.
5. **Destination Management Plan.** Seren Welch referred to minute 0255 of the April Tourism and Business meeting

“Ms Welch would be engaged to carry out the following phases of the DMP at a cost of approximately £3500:

1. Establishment of a working group
2. Research, Audit and Consultation
3. Creating a sense of place and destination brand

Following completion of the above phases, the Chamber of Commerce and Borough and County councillors would be approached for funding for the remainder of the project.”

The first 3 phases are now complete and Seren requested a purchase order before issuing her invoice for £3,500. A further £2,000 is due for completion of the plan, since savings have been made on research done for Canterbury CC which crosses over with information required for Tenterden. Cllr Mike Bennett indicated that ABC should be able to fund £1,000 and TDCC would be approached for the remaining £1,000. Assuming an early agreement for the final funding, the plan should be complete by the end of April. A “walk-around” of the High Street would be arranged with Cllr Bill Barratt, Seren Welch and Cllr Sue Ferguson. *Action: Clerk to issue Purchase Order for £3,500 and make an official approach to ABC for £1,000 funding. Simon Robinson would approach TDCC for £1,000.*

6. **High Street Greens.** Cllr Carter said the Town Council needed to influence future section 106 allocation from developments to point towards general improvements in the town. Widening of the greens/pavements between Church Rd and Station Rd, perhaps with an alternative bus turning area should be considered. An approach could be made to architects following the DMP.
7. **Locomotive.** Mark Yonge advised that there is no engine available to be placed on the High Street as previously suggested. Shaun Dewey said most locomotives were owned by individual groups and there were concerns from owners over the potential damage that could happen during move. Another possibility which was mooted was the use of some s106 arts funding to create a sculpture or the repositioning of Robbie from the Museum. Decision to follow DMP
8. **Tourist video.** This item was deferred pending the results of the DMP.
9. **What’s on.** Sue Ferguson provided a list of local events for publication. Seren Welch felt it would be worthwhile delivering such a list to accommodation providers. Sarah Barber said much of the information was already available on the Visit Kent and Visit Ashford web sites. Seren Welch also pointed out the importance of a local “clash diary”. This issue would be included in the DMP.
10. **Tourism Exhibition.** Sarah Barber advised that the tourism association ran a well-attended literature exchange last year, but is not convinced that year on year they would be able to build on the number of accommodation providers attending (the key to a successful event) and are instead looking to focus on other marketing activities. This is similar to the experience of the Kent & East Sussex Railway who hosted a similar event a few years ago.
11. **Walking Maps.** The walking maps had been produced some years ago but members felt they did not require updating. As public rights of way they are rarely changed
12. **Tear off maps.** An A4 map representation of the town was suggested to give visitors directions and highlight spots they might want to visit. Seren Welch said that the town was too linear (the High Street doesn’t fit easily on a single map) and directions were easily given
13. **AOB.** Cllr Bill Barratt offered assistance with maintenance of the ABC owned land within the town through James Laidlaw at ABC. He has a budget for maintenance of town centres. It was not clear how this would fit in with the caretaker scheme which TTC run under agreement with ABC. The clerk would liaise with Cllr Barrett to take this forward.

Meeting Closed at 8.40 p.m.