

COMMUNITY SERVICES COMMITTEE

Community Services – Vision and Strategy Engage with and explore, understand and service the needs, wants and aspirations of local people; FTC acting in a more direct and expansive way. Bringing together residents and voluntary groups, elected councillors, private sector organisations with business and public sector providers to strengthen community cohesion and wellbeing, addressing challenges together and maximising opportunity for all

Aims Increasing public communication, engagement and attendance at council meetings and forums, including responses to questionnaires, surveys, polls and social media. Measuring engagement levels, understanding wants and needs, monitoring community satisfaction and assessing ongoing issues for action; advising Policy and Finance Committee of refinements needed to corporate aims and processes related to community issues:

- Create and publicise clearly identifiable communication channels through which residents can express their views on development and management of the town's affairs;
- Strengthen and expand the Faversham and District Engagement Forum to consolidate collaboration with surrounding parish councils. Maintaining the town's role as a service centre for neighbouring villages;
- Create a climate of support for existing and new businesses, attracting new investment marketing an improved range of shopping in Faversham; integrating with and capitalising the success of the town's themed street markets;
- Works with recreation service providers, voluntary organisations and local sports clubs to maximise the opportunity for local people, particularly the young, to achieve sporting excellence, strengthening social and community cohesion and promoting the town;
- Encourage more people to spend more money locally,

Objectives During the life of this plan have:

1. Built a strong network with local residents and community associations, strengthened community links and increased the numbers of residents signed up to the Voice to boost direct consultation channels;
2. Be working closely with local businesses, visitor attractions and residents, showcasing the town to a wider audience, stimulating economic development opportunities and maximising visitor footfall all year round, attracting inward business investment;
3. Work with public service partners and local businesses to maximise 'in town' employment opportunities and occupancy rates of retail premises in the town centre, boosting footfall of visitors to supplement local shoppers and traders;
4. Actively highlighting the distinctions that make Faversham a unique destination, refining and serving clearly branded market segments, food shopping, brewing, maritime heritage and arts and crafts as attractions to residents and visitors alike;
5. With SBC and Faversham Traders revitalise Preston Street as a shopping street, implement actions to improve the climate to increase investment and attracting new businesses; adapting to the challenges of increasing online shopping and trading generally;

<p>raising awareness of local products and skills</p>	<ol style="list-style-type: none"> 6. Have informed through relevant agencies the reallocation of the regional rail franchise in 2019; 7. Engaged with health and social care agencies to ensure the needs and priorities of local people are reflected in service provision; 8. Worked with local schools to ensure there is a climate in the town that supports the opportunities for young people to fulfil their potential; working with local providers of leisure, culture, sport and recreation facilities to maximise community use to ensure those of all ages have the 'joined up' facilities collaboratively supporting progress to excellence.
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Actions 2017/18	Partners	Timescale	KPIs	Budget	Priority	Risk of Slippage	Completed
<p>Identify the town's main resident associations, community groups and forums, establishing clear channels of communication and consultation on key matters affecting the town</p>	<p>Community Public Agencies Voluntary Agencies</p>	<p>Database of key groups defined and communication plan priorities identified and agreed by Oct 2017</p>	<p>Key community concerns and priorities for action benchmarked Increased community participants signed up to the Voice by 20%</p>		<p>High</p>	<p>High</p>	
<p>Working closely with local businesses and residents to realise economic development</p>	<p>KCC SBC Faversham Traders</p>	<p>Defined by Oct 2017</p>	<p>Have benchmarked current footfall levels in the town centre Set footfall targets for the life of this plan</p>		<p>High</p>	<p>Med</p>	

opportunities and maximise visitor footfall all year round, attracting inward business investment							
Increase tourism related businesses and attraction operators involved in Visit Faversham and involved in building the town's attraction as a destination of distinction	Visit Kent Visit Faversham	By Mar 2018	Increased attractions listed on the Visit Faversham website by 20% Set targets to measure added value of action		High	High	
Increased engagement with local schools	KCC Primary Schools Secondary Schools	By Mar 2018	Increased the number of councillor governors supporting local schools Closer links between schools and community arts, leisure and sporting facilities and clubs		Med	Med	Primary schools have engaged with the Bunting Project
Actions 2018/19	Partners	Timescale	KPIs	Budget	Priority	Risk of Slippage	Completed
Establish a Youth Council in the town to engage and capture the views, ideas and aspirations of young people in the future of Faversham	KCC SBC Community	Sept 2018	Steering Group established by March 2018		High	Low	

To bring St Nicholas Road Allotments back into use	Community Partners Optivo Blenwood	Sept 2018	Allotment Association set up		High	High	
Better comms with local authorities around the town in relation to grass cutting; reduction in graffiti.	KCC SBC Town Caretaker	December 2018					
Set up a volunteer database and facilitate an annual Volunteer Fair	All voluntary groups	Oct 2018	Volunteer Database set up				
Supporting the extension of the Sunday Market				-			
Work to increase the use of Speedwatch and Lorry Watch	Volunteers KCC Speedwatch Officer	March 2019		-			
Actions 2019/20	Partners	Timescale	KPIs	Budget	Priority	Risk of Slippage	Completed
Continue to support regular Speedwatch and Lorry Watch sessions	Volunteers KCC Speedwatch Officer	March 2020	A reduction in the number of speeding vehicles	-			
Provide sustainable floral displays in the town centre	Faversham in Bloom	April 2019		5,000			
Improve floral	Faversham	September	Volunteer groups set up				

displays around the town	in Bloom Volunteers SBC KCC	2019					
Visit Faversham website upgrade	Visit Faversham FTA	March 2019	Improved hits				
Actions 2020/21	Partners	Timescale	KPIs	Budget	Priority	Risk of Slippage	Completed