

**CLAIRE WINDRIDGE WIP REPORT 2020/2021 - December 2020/January 2021 (Note: Job Title change effective Tuesday 13<sup>th</sup> October)**

	Objectives/Tasks	Partners	Actions	Budget 2020/2021	Progress / Cost to Date
<b>Measurable Objectives</b>					
1	Marketing Plan actions	FMG Councillors	<b>Marketing Plan 2021-22</b> – to include social media & digital strategy	£5,000	✓
2	Footfall survey & empty car park counts		Footfall survey 25.11.20		✓
3	Contact with local tourism attractions, organisations, groups, etc.		<p><b>Brogdale</b> – re 2021 events listings on VF site.</p> <p><b>Huckleberry Woods</b> – re <b>Experience Development Programme</b>, Visit Kent initiative, application (9.12.20). Confirmed 12.01.21 she has signed up for the scheme – launch of Experience Project 19.01.21.</p> <p><b>DMG (Destination Marketing Group)</b> – Rosie happy to handover Chair of this Group – meeting date set for 26<sup>th</sup> January, 10am via Zoom.</p> <p><b>Faversham Society</b> – Harold call 13.01.21 re Experience Faversham &amp; Jubilee Exhibition.</p> <p><b>Visit Kent</b> – launch of Experience Project 19.01.21 – Huckleberry, Fav.Soc applied, attend virtual launch to link with DMG initiatives (discuss at DMG meeting 25.01.21)</p>		<p>✓</p> <p>✓</p> <p>▶</p> <p>▶</p> <p>▶</p>
4	Social media channels & Visit Faversham website	BW (Instagram)	<p><b>Visit Faversham Facebook</b> – 5,308 followers, last 28 days post reach of 4,275 - 12 posts – most popular post on 24.12.20 featuring image of St. Mary of Charity wishing every Happy Xmas/NY 1.8k reach</p> <p><b>Visit Faversham Instagram</b> – 2,037 followers</p>		<p>▶</p> <p>▶</p>



Cancelled



Overdue; No longer assigned











Unassigned; Not Started; Check Progress



Resuming; In Progress; Assigned



Completed

			<p><b>Visit Faversham Website</b> – 7 events listed with 6 on-going repeated events</p> <p><b>Social Media Strategy 2021-22</b> – included in Marketing Plan 2021-22</p>		 
5	Marketing literature, signage		<p><b>Faversham History Boards</b> – further 2 copy supplied (Anthony Millet): “Court Street – captive monarchs &amp; monastic breweries” &amp; “Welcome to Faversham – port &amp; market town of Kings”</p> <p><b>Food Trails leaflets</b> x 8 A4 6pp – update content, replace rear page with Healthier, Safer, Cleaner message &amp; create town walk from West Faversham Community centre to Love Lane. Contacted Antony Millet of The Fav Soc to assist with route of proposed trail and feasibility – 9.11.20 awaiting feedback. Chased for feedback and suggested route 1.12.20.</p> <p><b>NEW Faversham Town Walk</b> – received copy from Antony Millet for new walk from WFCS to Cemetery. Working on design, costs from Jemma McArdle who art worked previous two town trails.</p>		  
6	Newsletter	Town Councillors & other contributors	<b>Spring 2021 edition</b> - artwork to print 02.02.21, distribution w/c 01.03.21 (copy deadline 19.01.21)		
7	SBC joints initiatives & SBC Visitor Economy Framework actions/liaison	Martin Goodhew, Lyn Newton	<p><b>Martin Goodhew</b> – diverted to Covid support at SBC. Weekly calls re VF website. Feedback re blogs – write blog re Landscape Magazine article (as below). Updated events listings.</p> <p>16.12.20 &amp; 17.12.20 calls with Martin regarding VEF comments to work collaboratively – 21.12.20 FTC Marketing &amp; Social Media Plan sent to Martin for SBC VEF meetings on 21.12.20. VEF discussion 12.01.21 in advance of DMG meeting.</p>		 



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8	Events	BW, SBC, Faversham Market, other event organisers (Hop, Food, Nautical, et.c)	<p><b>Virtual Faversham Facebook Group</b> set up as a platform to feature future virtual events we arrange; can view insights and keep track of what works and what doesn't. Can also publicise local community group events on this channel.</p> <p><b>FOT 2021</b> (Festival of Transport) – Explore idea to postpone to October 2021 – Roland Graves (vintage busses) is going ahead with his April plans, but prepared to cancel at short notice. Says buses/commercials could work with October 2021 festival, but avoiding other car shows in that month may prove problematic. If FOT in October 2021, will visitors/exhibitors attend again in May 2022. Aspiration to get event back as an annual event by May 2022 – maybe small Sunday car show in October 2021 at Town Quay/Standard Quay (Carnival weekend), main Festival again in May 2022. Discussions with Standard Quay, SBC Events, Faversham Creek Trust &amp; other attractions/motor show organisers ongoing.</p> <p><b>Queen's Platinum Jubilee</b> – Thursday 2<sup>nd</sup> – Friday 3<sup>rd</sup> June 2022 – plan a Prom and other activities. Railway Swing Band booked for Friday 3<sup>rd</sup> June 2022 Proms in Market Place.</p> <p>Contacted Market Ass. To see if Friday &amp; Saturday market be themed '<b>Through the Decades</b>' for Faversham. Contacted Faversham Society (Antony Millet/Harold Goodwin) to put on two week exhibition '<b>Faversham Through the Ages/Decades</b>' – awaiting feedback/ideas from both. Meeting Market Ass. In New Year to flesh out further.</p> <p><b>Civic Service</b> on Sunday 5<sup>th</sup> June 2022 – LB &amp; AB to assist.</p>	£400 for RS Band	  
9	Youth & Local Education Providers	BW (Faversham Youth Council)	Liaison with Faversham Youth Council – decision to proceed with <b>Open Mic Night</b> , rather than Xmas Quiz – Brook is organising this.		



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10	Media exposure & advertising		<b>Landscape Magazine</b> – January 2021 edition, Faversham article following Antony Millet of Faversham Society showing journalist around town during the Summer. Share coverage on social media & article available on FTC website – also featured as a NEWS item on the VF website.		
11	Travel trade & regional tourist associations/boards, transport & other actions	SBC (Martin & Lyn)	<b>Kent Downs</b> (Kent Downs Area of Outstanding Natural Beauty (AONB) – launch event (virtual) to include Oar Gunpowder Works. Charlie Lewis at Kent Downs, contacted re organising fam trip.  15.12.20 - phone calls to <b>Kent Downs (Makala Thomas)</b> to assist in itinerary planning for blogger – calls to <b>The Yard (Elenor)</b> regarding refreshment/lunch offering; <b>Ima (Red Dog PR)</b> re <b>Faversham Market</b> plans for blogger trip; <b>Martin at SBC</b> conference call with Kent Downs. Follow up email with links to walks, & itinerary options. Blogger trip will take place on 2 <sup>nd</sup> January 2021.		  
12	Colleague support		<b>On Line Booking System</b> – for projects such as tree giveaway. Research, set up on line site & report back with costings, etc. to LB for meeting 16.11.20. (LB). System up & running & working well – 6 month subscription to <b>Simply Book Me</b> set up for other future projects.  <b>Faversham &amp; District Community Lottery</b> – logo & corporate branding design and supply of assets to Gatherwell. Working Group meeting 7pm 30.11.20 – Zoom. Logo agreed at meeting – assets to Gatherwell 01.12.20. CW on Project Action Plan to assist with publicity led by LB for the launch & project moving forward. <b>On Line Sign Up</b> Form – using Cognito software set up. Posters to register Good Causes, various branded forms, media pack, promotional ‘goodies’ etc.	£100 for 6 month subscription	  



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			<p><b>F&amp;DC Launch Event</b> – 15.01.21 – attend virtual, marketing support for ‘good causes’ &amp; publicity for first draw in April (ticket sales start 23<sup>rd</sup> Feb)</p> <p><b>Mayor’s Tree Project</b> – schools tree giveaway, workbook, certificates, etc. (LB, BW). 5k worksheets printed will arrive w/c 7.12.20 – 2.5k needed for this project, remaining 2.5k can be used elsewhere as no date sensitive information on it.</p> <p><b>20s Plenty Flag</b> – artwork &amp; order (double sided digitally printed) (LB).</p> <p><b>20s Plenty Worksheet</b> – worksheet for schools, design &amp; print for delivery to schools first week back at school Jan 2021. Design a banner competition – follow up production of banners (5’ x 3’) standard size.</p> <p><b>On line PLEDGE form</b> set up for link on FTC website for 20s Plenty pledge, and share on social media platforms. Software Cognito FOC with unlimited forms – usable for other projects, i.e. Lottery.</p> <p><b>Cycling Dismount Signage</b> – 4 x A2 Corex board set &amp; ordered (ET)</p> <p><b>Mayor’s 2020 Christmas Card</b> – artwork &amp; order print (AB)</p> <p><b>Website switchover</b> – zonkey and Vision ICT, assist LB with domain switchover. <b>Website Accessibility</b> – pdf software, accessibility for VF website as well? Website live on 16.12.20 – time spent with edits, liaison with Zonkey regarding adding &amp; editing content.</p>	<p>£147 for 5k tree work sheet</p> <p>£186.73 + £4.99 delivery</p> <p>£147 for 5k work sheet</p> <p>FOC software</p> <p>£18</p> <p>£83 for 250 cards</p>	<p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p></p>
13	Other	FMG Councillors	<b>FMG Meeting</b> – 1.12.20, 3pm (Teams) update before Xmas. Date of		



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			next meeting 19 <sup>th</sup> January 1pm (Teams).		
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Claire Windridge, Visitor & Events Development Officer

Latest update 15<sup>th</sup> January 2021



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