

Minutes of TMG Meeting 14th April 2021, 1pm

Present: Cllr Alison Reynolds
Cllr Trevor Martin
Cllr Chris Williams
Claire Windridge

1. The minutes of the previous meeting on 2nd March 2021 were agreed by all.

Matters arising

Trevor confirmed that there had been no further progress on the **Brown Sign** audit/communication from the Area Committee and that he would keep an eye on this for further updates.

2. **Brief WIP Update from Claire**

New Town Trail – A Journey West to East - all agreed the new town trail looks good; a couple of amendments proposed by Trevor, he will email Claire the amendments.

Countryside Trails (previously known as Food Trails) – Claire reported that the proposed new walks to link coastal paths with the Kent down project (working with AONB) gave a timeframe of finishing the work in 2023. Claire proposed that she continue along the lines of re-artworking the existing Food Trails with a countryside emphasis (as previously agreed working alongside AONB workstream to qualify for 69/31% funding split). Claire suggested the new Countryside Trails should take the same print format as the Town Trails (i.e. 12pp DL folded down from A3) and all agreed that Claire should continue this work and start artwork the new trails.

DMG Meeting 21st April 2pm via Teams – it was agreed that one Councillor from this group should attend the DMG meeting on the 21st; Claire to send an invite to all 3 and they will decide who is available to attend and advise Claire.

Proposal from Mike Nott (member of public) for a Faversham (Davington) Light Railway interpretation board at the entrance of Admiralty Close – after discussion it was agreed that this proposal should be considered when considering all other signage and included in any audit for future signage. Claire to investigate the possibility of fixing a ‘Faversham Society’ round metal sign onto the fence at the entrance to Admiralty close as a full interpretation board might prove problematic in terms of costs and planning permission.

3. **Re-opening of Businesses & Hospitality**

All agreed that walking and cycling holidays was a good ‘hook’ to promote the town trails and countryside walks, working with partners such as the attractions – ‘leave the car at home, travel by train’ plenty of lovely walks and trails to follow.

Claire advised on increased social media activity, interested reflected in increased traffic and engagement. Advised on recent advert in four page article ‘48 hours in Faversham’ which appeared in May edition of Kent Life; and recent blog regarding a trip into Faversham Market and what is on offer in the town as the shops and businesses re-open.

4. **Town Centre Regeneration Fund – SBC Report**

General discussion following the circulation of the SBC document ‘Town Regeneration Fund’ in which various ideas/workstreams are being progressed by various SBC departments and officers. Claire to find out timeframe to deliver works/projects from SBC.

5. Working with Partners

General discussion regarding engaging with local attractions, businesses, etc. All agreed that since FTC decided not to work with businesses directly, they benefit indirectly from the ongoing work promoting the area and its attractions which ultimately gets visitors into the town centre spending money.

Fiver Fest June 2021 – Claire advised that this event will take place again this year for two weeks, 12th – 26th June and had received a request for FTC to financially sponsor the event. All agreed it would be a good way to benefit from supporting this national event, benefiting from regional and national promotion; all agreed it was a great success last October, and that by supporting the event FTC would be supporting the local businesses and the high street as shops, restaurants, cafes and pubs start to re-open. It was noted the event has a strong theme in accord with FTC's message to shop local and support your local shops and businesses.

Claire to ask the organisers of the event to submit their funding request in writing, detailing what the money is to be spent on and how other supporting funds will be raised, detailing how the event will support the town and its visitors. A decision will need to be made fairly quickly in order to maximise on advance national and regional promotion of the event.

Date of next meeting: 12th May 1pm (virtual Teams)