

Minutes of TMG Meeting 12th May 2021, 1pm

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

1. The minutes of the previous meeting on 14th April 2021 were agreed by all.

Matters arising

Chris reported that he was attending a meeting on the 13th May regarding the Town Regeneration Fund projects for the town.

Claire advised she has a site meeting with Adam on the 19th May regarding the Oare sign – Adam has possible sponsorship for replacement cost from a local business; Claire to create artwork for the sign.

2. **Brief WIP Update from Claire**

New Town Trail – A Journey West to East – 5k print run arrived and distributed to relevant places.

Claire having a mini ‘tourism’ stall outside 12 Market Place on Saturday 22nd May to showcase the new town walk and other relevant literature. Town trails are available for download on our Visit Faversham website.

Chris mentioned it would be good to produce a Nature Trail along the same lines as the other Town Trails (Faversham – A Wilder Town) – will update the Group pending attendance at various other Committee meetings.

Countryside Trails (previously known as Food Trails) – Claire confirmed proposal for 69/31% funding with AONB has been submitted to Kent Experience Team. Important to have the routes ‘ground proofed’ and Claire confirmed various discussions taking place with Faversham Footpaths Group and KCC Access Wardens to ‘proof’ walk the routes and report/confirm any issues. Claire to review design and prepare draft layouts based on 12pp DL folded down from A3.

Social Media – stepping up activity as lockdown eases; post reach, followers and engagement all significantly increased. New listings onto Website and attractions all reporting on their gearing up for opening plans.

Estuary Festival 2021– Claire confirmed FTC’s involvement in the Festival which runs from 22nd May – 13th June, and the following items relate to Faversham’s involvement:

- 74 – **Lissener** - an audio work broadcast when open and also available for download from their website at Oare Gunpowder Works
- 75 – **Our Time** – audio broadcast of birdsong of threatened birds of Kent every hour from 0600-2300 from The Guildhall Clock Tower (one of 6 civic clock towers taking part in North Kent)
- 76 – **Trolley Reef** – poster artwork display for a new oyster reef in North Kent at Creek Creative

Claire confirmed social media posts have gone out, there is an article on the Visit Faversham website and leaflets and flyers will be available for the ‘tourism’ stand on the 22nd.

Fiver Fest 2021 – FTC’s support has been announced on social media; regular posts will go out and flyers/posters will be on display on the 22nd.

3. **Moving Forward**

Chris suggested at the next meeting this Group’s Terms of Reference should be circulated with the Agenda in the event any of the new Councillors wish to join the Group.

Chris suggested that if there is space in the next Newsletter that a short piece about marketing & tourism activities undertaken by FTC in terms of promoting the town's heritage and tourism offering to capitalise on the 'staycation' market reinforcing the message of a 'great place to live is a great place to visit'. Claire explained that the Summer edition is currently very tight on space, so perhaps a small ad could be included about the new town walk.

Date of next meeting: TBA but mid/late June.