

Minutes of TMG Meeting 22nd September 2021, 1pm

Present: Cllr Alison Reynolds
Cllr Mike Henderson
Cllr Chris Williams
Cllr Antony Hook
Cllr Trevor Martin
Cllr Josh Rowlands
Claire Windridge

1. **The minutes** of the previous meeting on 23rd June 2021 were agreed by all.
2. **Utilising Space Under the Guildhall** - Cllr Williams raised the question of whether the most is being made of the space under the Guildhall for potential entertainment, particularly in the Summer months, given the current arrangement where the 3 businesses (The Bear, Annette's Baguettes and Havershams) use the space for tables and chairs. Cllr Martin pointed out that the relevant licences from KCC (Highways)/SBC to have tables and chairs outside premises, including those who serve alcohol, have been extended to end of March 2022.

It was noted that the current arrangement, albeit one of "assumed consent" works very well between the businesses currently using it; it was acknowledged that other businesses around this area wished to use the space, it might cause an issue in the future.

It was proposed that the arrangement be more formalised to enable this space to be used for any entertainment FTC may wish to use it for, and also to allow the space to be used by any other businesses who may wish to use it in the future.

Cllr Henderson also asked why the area is designated a "No Smoking" area, and who made that decision given that the seating is outside; and if the "No Smoking" signs on display are approved for fixing to a listed building.

ACTION/S:

- 1) Claire to check the current situation and termination date of any special Covid related extensions (i.e. end March 2022) with the licencing authority, as some businesses pay for outside seating licences.
- 2) Claire to speak to businesses who currently use it to explain that the use of this space is by "assumed consent", and that FTC reserve the right to:
 - a) have priority over the use of this space for any future use FTC may see fit, i.e. special event entertainment;
 - b) allow any other business to use it if FTC receive such an approach.
- 3) Claire to investigate the "No Smoking" issues raised by Cllr Henderson and report back.
NOTE: subsequent to the meeting Claire has forwarded the Fire Risk Assessment for the Guildhall to all Councillors in the Group, which clarifies the situation confirming that the area is designated as "No Smoking" because of the nature of the structure of the building, and that it is a requirement to confirm to fire safety regulations.

Venue Barriers – Cllr Williams discussed the possibility of having branded venue barriers outside the various cafes, restaurants and pubs in the Town to denote seating for each establishment, but also to be branded with logos etc., much like you see in town centres in Europe, etc. A general discussion took place about who would pay for them, who would agree branding, who would be responsible for putting them out, storing them, maintenance, replacement, etc. Cllr Henderson opposed the idea as he felt it would add unnecessary clutter; Cllr Rowlands was in favour as he felt that barriers would make it easier to designate space to each business, is aesthetically pleasing and would help the hospitality businesses.

Cllr Martin commented that this type of arrangement may well be affected by the final pedestrianisation decision, and so any further discussion should wait until that decision has been made. Cllr Martin also noted that some businesses pay £700 pa to be able to put chairs and tables outside their premises, and might not like the idea.

ACTION/S:

- 1) Claire to contact relevant cafes, restaurants and pubs to see if this is something they would be interested in.
- 2) Claire to look into costs of venue barriers.
- 3) Claire to research legal and licensing requirements of such provision.

3. Town Nature Trail – Cllr Williams deferred this item until the next meeting.

4. Updates from Claire

- 1) **Summer in Swale Exhibition** – very well received event with 563 visitors; hoping to arrange one for early in the season next year ideally to coincide with English Tourism Week, although this may clash with the FOT and Queens Jubilee. Claire will look at diary and see what dates might work. Cllr Martin commented that the back of the display boards for the Oare Gunpowder Works display didn't look good from the outside; consider this when arranging future displays.
- 2) **Destination Faversham Postcards Campaign** – very well received; only a handful of them left (2k print run) and organisers are considering running another campaign focussing on the shops, businesses, markets and high street offering.
- 3) **Fiver Fest Faversham** – Claire advised that this event was going to be cancelled because the organisers no longer had the time to run the event, and advised that she has stepped in to take it over. Somewhat short notice to arrange it, however FTC have taken it over and it will run from 9th – 23rd October. FF is a national event organised by Totally Locally, with towns taking part to support the national campaign to encourage shopping locally, promoting our High Streets and getting people back into our Towns to boost the local economy. Having taken over the event, FTC will run these in future; there is also one in June, so moving forward they will run twice a year each October and June. So far £800 sponsorship for the event secured from two businesses - £500 main sponsor being Standard Quay; £300 from Brogdale Farm.
- 4) **Social Media Update** – ongoing and regular increase in post engagement and followers. **Facebook Visit Faversham Page:** 5,440 followers; 16 posts in last 28 days, with a post reach of 3,140, with 699 post engagement. **Instagram Visit Faversham:** 2,332 followers. **Visit Faversham Website:** awaiting latest analysis report from SBC.
- 5) **Welcome Back Fund Proposals** – Claire reported that all proposals submitted were agreed, totalling £23,750 for projects to benefit Faversham. Brief update as follows:
 - a) PR/Social Media Campaign (£4,325): 5 months external PR agency to work with Claire in promoting Faversham, it's traders, businesses and shops as safe to return to starts 1st October for 5 months.
 - b) Photo Library (£1,795): photographer briefed (Samantha Jones Photography) and work has started already while the weather is good, to follow brief provided to create a photography library of current images.
 - c) Videography (£2,500): since the meeting Claire has met the Videographer with a rough plan of a new Visit Faversham trailer; Claire is working on the story brief to encompass Faversham and surrounding area to include key attractions, high street shops, market, accommodation, etc. Work will commence in earnest, mindful of the time of year. Cllr Rowlands suggested by increasing the budget to £3,500 might get a better production; the funding has been agreed at £2,500 – Claire advised if the cost was nominally more to achieve significantly more, a proposal for the additional cost could be put to P&R for agreement.
 - d) Two Way Radios – 18 plus charging stations (£5,524.17): these have been ordered and awaiting delivery.

- e) Coach Parking Provision (£5k, with a further £5k from SBC): parking provision at Macknade for coach drivers from 1st October 2021 – 30th September 2022. Monitoring system agreed with Macknade to track take up to inform a longer-term solution with SBC post September 2022. Provision should be operational in October, as soon as signage and monitoring system in place. Claire to publicise via coach company database/links and press releases to travel trade.
- f) What's On Calendar (£380): Claire to contact event organisers for 2022 main event dates; Claire to artwork and print to be produced Jan/February for distribution.
- g) Selfie Prop (£750): to be purchased by end March 2022, current ideas being large lion; sailing boat/skiff, throne, sofa, etc. Claire researching options and prices.
- h) Special Themed Market (£1,500): meetings with Market scheduled for October; event to take place Feb/March time as a themed "Faversham/Spring Showcase" market. The Market to organise the event, Claire to assist with publicity, etc.
- i) Street Entertainment Programme (£2k): subsequent to meeting now booked for Micky the Magician/Merryman the Jester to perform for 5 hours (10am – 3pm) on 9 dates for a total of £2k. The performances will be roving around the town, with wet weather provision provided by the overhang outside the Town Hall. Dates agreed are: Tuesday 26th October (half term), Saturday 6th November, Saturday 20th November, Saturday 27th November, Saturday 11th December, Sunday 19th December and Friday 24th December (Xmas Eve) with two more dates to be arranged before end March 2022 to coincide with either the Literary Festival and/or the themed Market event. At the meeting Cllr Henderson recommended local entertainer Alan Swan – Claire contacted Alan after the meeting outlining our requirement; Alan said he would mail with prices and availability, but failed to do so. Pressure was on to confirm bookings at this very busy time of year, so Mike Ingham has now been booked.

5. **Any Other Business** – Claire advised on dates for next year's Festival of Transport (weekend of 14th-15th May) and that work has already started on the planning, with exhibitor sales starting in October. Cllr Martin suggested if it were possible to have a car from each of the last 7 decades on display somewhere, as a tribute to the Queens Jubilee celebrations which will take place a couple of weeks after the event. Claire also advised that the Literary Festival is yet to publish their dates for February, but have committed to the event going ahead – this will then be the first major event of 2022.

6. **Date of Next Meeting** – all agreed that the next scheduled meeting of 20th October was not necessary given the date of this meeting; and that the next meeting should take place on 15th December as scheduled, unless Claire feels the need for a brief catch up meeting in November, given the amount of projects she is dealing with at present.

Next Meeting 15th December at 1pm.