



VISITOR AND TOURISM WORKING GROUP

TERMS OF REFERENCE

1. The Working Group will act in accordance with the General Terms of Reference for Committees and Working Groups.
2. The Working Group shall report direct to the Town Council and make recommendations.
3. Help develop co-operative working with Swale Borough Council to increase the number of visitors and tourists in line with the Borough's Visitor Economy Framework.
4. Work collaboratively with representatives from heritage groups, relevant community groups and other working groups such as the Destination Marketing Group, Green Grid Forum, etc. to promote the Town's assets and tourism attractions to residents, potential residents and visitors.
5. Make recommendations for the Town Council's publications, including websites and social media channels, promoting both the work of the Town Council and the Visit Faversham brand.
6. Look at opportunities to promote the Town generally and to promote tourism in the wider area. To assist local businesses to attract visitors
7. Monitor the outcomes from Town Council initiatives through regular footfall counts.
8. Make recommendations to the Active Travel Committee to encourage Eco Tourism by promoting the ease of visiting Faversham using public transport, showcasing the multiple walking and cycling routes to access the wider town, villages, surrounding countryside and neighbouring towns and cities.
9. Make recommendations to the Environment Committee to increase the vibrancy and attractiveness of the Town Centre for residents, potential residents and visitors.

10. The group shall provide support for the work of the Council's Visitor & Events Development Officer in regard to events.