

## Discover Faversham Working Group Minutes

Thursday 4<sup>th</sup> January 2024, 6pm, The Guildhall, Faversham

### Present

Cllr Cook

Cllr Newman

Cllr C Martin

Rosie Collins

Harold Goodwin

### 23. **Apologies for Absence**

Apologies were received from Cllr Coniam.

### 24. **Declarations of Interest**

None

### 25. **Minutes and Matters Arising**

The Minutes of the meeting dated 30<sup>th</sup> October 2023 were agreed.

### 26. **Tourism Priorities**

Due to the shortage of time, a brief discussion was led by Harold Goodwin. Matters raised included contacting the Premier Inn Manager, benefit of tourism; paid attractions – many don't make a contribution; cross marketing through Canterbury/Ashford/Whitstable/Medway. Hop Festival 2024 – SBC ownership of the trademark – who and why?

### 27. **St Pancras and Onboard Train Advertising**

The campaign details were noted. Advertising in the Evening Standard was also discussed, as were writing a PR piece, supported by additional elements, poster campaign, postcards, Shepherd Neame beer map. It was proposed Cllr Cook, seconded by Cllr C Martin and on being put to the meeting it was ***agreed that the working group would not be recommending this sum for the budget.***

### 28. **Visit Kent**

The quotation for being an Investor and the designing of a separate website were considered but it was agreed that the costs were high and to make use of cross marketing, encourage blogs.

It was proposed by Cllr Newman, seconded by Cllr C Martin and on being put to the meeting it was ***agreed to keep the Visit Faversham website as it is***

### 29. **Town Wide WIFI**

The results of the tender were discussed, but due to the cost it was agreed to seek funding from the Levelling Up funding.

30. **Matters Arising**  
None