

MINUTES OF THE DISCOVER FAVERSHAM WORKING GROUP

18th September 2023 6:00pm

The Guildhall

Cllr Cook (Chair)	Present	Cllr Newman	Present
Cllr Coniam	Present	Rosie Collins	Present
Cllr C Martin	Present		

In Attendance:

Louise Bareham (Town Clerk)

Martin Goodhew (Visit Faversham Co-Ordinator) (via Teams)

Public Questions

None

001. Election of a Chair

It was proposed by Cllr C Martin, seconded by Cllr Collins, and on being put to the meeting it was **RESOLVED to nominate Cllr Cook as Chair. Cllr Cook was elected as Chair.**

002. Apologies for Absence

None.

003. Declarations of Interest

None.

004. Co-option

It was proposed by Cllr Cook, seconded by Cllr C Martin, and on being put to the meeting it was **RESOLVED to co-opt Rosie Collins of the Destination Faversham Working Group.**

It was proposed by Cllr Cook, seconded by Cllr C Martin, and on being put to the meeting it was **RESOLVED to co-opt Harold Goodwin, Chair of the Faversham Society.**

005. Terms of Reference

It was suggested by Cllr Cook and agreed that the Terms of Reference should be:

To promote Faversham both internally and externally for the purposes of improving its tourism and economic vitality.

006. Brainstorming Session

The industrial heritage of Faversham was discussed including the area being one of the world leaders in brick making and gunpowder, the history of the Creek and historical events of the town and how more could be made of these.

It was suggested that co-ordination with attractions on the fringes of Faversham including Belmont House and Gardens, and Mount Ephraim Gardens, was required.

MG summarised his current role as Visit Faversham Co-Ordinator.

MG summarised social media and Visit Faversham website statistics.

MG agreed to liaise with RC outside the meeting to provide access to the website statistics and work on report designs.

MG advised SBC had recruited a new member of staff to take over administering the Visit Swale website for the first time since he had left but they still had yet to receive training from Visit Kent.

The Town Clerk advised the social media links on the Visit Faversham homepage linked to Visit Swale. MG agreed to discuss changing those to Visit Faversham social media with Visit Kent.

007. Strategy, Budget, and Re-brand

The budget for marketing was discussed.

The need to look at expanding the events was agreed.

008. Visit Faversham Marketing Update

This was covered under item 006 Brain Storming Session.

009. Website

This was covered under item 006 Brain Storming Session.

010. Coach Parking

Cllr Cook referred to a letter from Macknade complaining at the current lack of coach parking in Faversham. Cllr Cook advised he was looking to approach Shepherd Neame regarding the possibility of using some land in Ospringe on the A2 for coach parking. Other possibilities discussed including the approaching the future owners of the Morrisons site.

011. Brown Tourism Signs

The Town Clerk agreed to organise an audit of existing brown tourism signs.

012. Faversham Passport

The Town Clerk reported on the launch of the Faversham Passport, which would encourage the visiting of attractions around the town and having the Passport stamped. Once complete Passport holders would receive a badge and a Mayoral certificate. The Passport holder would need to register online.

Funding had come from the UK Government's Levelling Up Fund.

Promoting the Passport on the Visit Faversham website and within schools was discussed.

013. Town Wi-fi

The Town Clerk reported on an SBC Community Infrastructure Grant bid to have wi-fi installed in the town centre. SBC would like to see a wider area covered. Quotes would need to be sought regarding set up costs and future costs. The Town Clerk agreed to arrange a meeting to discuss this further.

014. Marketing Leaflets

The Town Clerk agreed to seek quotes to update the Calendar of Events leaflet for 2024.

015. Matters for Report

Next Meeting

The Town Clerk agreed to arrange the next meeting for Monday 30th October 2023 at 6pm.