

## MINUTES OF THE DISCOVER FAVERSHAM WORKING GROUP

30<sup>th</sup> October 2023, 6pm

Town Hall

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

### In Attendance:

Louise Bareham (Town Clerk)

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

### Public Questions

None

### 016. Apologies for Absence

None.

### 017. Declarations of Interest

None.

### 018. Previous Minutes

It was proposed by Cllr Newman, seconded by Cllr Coniam, and on being put to the meeting it was **RESOLVED to accept the Minutes of the Discover Faversham Working Group dated 18<sup>th</sup> September 2023.**

### 019. Visit Faversham Marketing Update

The Visitor Faversham Co-ordinator provided data and statistics from the website and social media. A general discussion took place around improving the appearance of the Visit Faversham (Visit Swale) website. Visit Canterbury site was cited as a desirable end goal.

The VFC also advised that Alex Hare had been appointed to take photographs and set up a searchable library with access for all businesses.

Overall it was agreed that we needed to 'up our game' selling Faversham.

**Action: Town Clerk & VFC to meet with Visit Kent to discuss how to upgrade website in existing parameters.**

### 020. Coach Parking

Cllr Cook had tried to contact Shepherd Neame and would contact again. Macknade would be happy to provide interim coach parking, at the previous annual rate. Other sites including Abbey School and Brogdale were also noted, but they would likely charge too.

Discussion took place around who we were marketing Faversham to and whether coach parties, from cruise ships or others, were the best target. With no current coach parking facilities it seemed better to focus on those travelling

by car or train. Open Faversham brought in visitors from the surrounding villages; work with fellow Cinque Port towns; explore a relationship with the National Maritime Museum. Tourism was about improving places and experience.

**Action: Town Clerk to get costings for advertising on South Eastern Trains and St Pancras / Kings Cross stations.**

**021. Brown Signs**

Item deferred to the next meeting.

**022. Matters for Report**

Harold Goodwin will lead a discussion at the next meeting to inform and help establish the 'tourism' priorities for Faversham Town Council and shape the Council's strategy to deliver support to the town's visitor economy.