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| **CLAIRE WINDRIDGE WIP REPORT 2020/2021 - February 2021 (Note: Job Title change effective Tuesday 13th October)** | | | | | |
|  | **Objectives/Tasks** | **Partners** | **Actions** | **Budget 2020/2021** | **Progress / Cost to Date** |
| **Measurable Objectives** | | | | | |
| 1 | Marketing Plan actions | FMG Councillors | **FMG Meeting** – 19th January 1pm (Teams). TM re Brown Signs, no further update. DMG (Destination Marketing Group) – agreed Harold Goodwin (Fav.Soc.) to be invited to future meetings, as well as at least one Councillor from the TMG. CW to propose at next DMG meeting (26.1.21).  CW to look into wooden sign in disrepair on ‘Crab Island’ – advised this is an SBC sign. Graeme Tuff at SBC chased on 21.1.21 – reply just in 9.2.21 – “Don’t think they were originally put in by SBC, but they are on our land. I have identified the original producer of the panel and am in correspondence for a price to replace with a new board and I have a quote for repair of the lectern. So some progress, but it will take a while to finalise and sort.”  Key marketing messages – extend the season, re-connect with nature, a great place to live is a great place to visit, respect-protect-enjoy. Questions from visitors “what can I do, where can I do it”.  Explore putting together itineraries for trips, further calls for content from attractions in preparation for coming out of lockdown. Travel abroad will be avoided, UK domestic tourism & staycations moving forward. |  |  |
| 2 | Footfall survey & empty car park counts |  |  |  |  |
| 3 | Contact with local tourism attractions, organisations, groups, etc. |  | **Huckleberry Woods re** **Experience Development Programme**, Visit Kent accepted them onto the scheme – 28.1.21 phone call.  **DMG (Destination Marketing Group)** – meeting 26.1.21.  **Faversham Society** – Harold call 13.01.21 re Experience Faversham & Jubilee Exhibition. Happy to attend next DMG meeting from heritage perspective.  **Brogdale Collections** – 1.2.21 regarding leaflet drop, training requirements feedback to SBC (Martin re SBC training budget to deliver VEF)  **Visit Kent** – launch of Experience Project 19.01.21 – attend virtual launch to link with DMG initiatives (discuss at DMG meeting 26.01.21).  **Visit Kent** – 3.2.21 webinar for future updates/plans for the VF website to include new templates, categories for accessibility, itineraries (feeds into creating new trip itineraries as above), platform for trails, walking, cycling, etc. to be expanded.  **Green Grid Partnership** – meeting 27.1.21, updates from members & contact made with Linking Coast to Downs Project after meeting.  **Sandhurst Forge Farm & Belmont House** – calls re website entries. |  |  |
| 4 | Social media channels & Visit Faversham website | BW (Instagram) | **Visit Faversham Facebook** – 5,338 followers, last 28 days post reach of 6,109; post engagement 1,789. 22 posts – most popular post on 22.1.21 “such a beautiful town” featuring image of Abbey Street reach of 2.5k, 184 post clicks with 252 engagements.  **Visit Faversham Instagram** – 2,066 followers  **Visit Faversham Website** – January 2021 stats: Visit Faversham page on Visit Swale most visited page. Visit Kent site (features Visit Faversham) January over 400 page visits. |  |  |
| 5 | Marketing literature, signage |  | **Faversham History Boards** – further 2 copy supplied (Anthony Millet): “Court Street – captive monarchs & monastic breweries” & “Welcome to Faversham – port & market town of Kings”  **Food Trails leaflets** x 8 A4 6pp – update content, replace rear page with Healthier, Safer, Cleaner message & include town walk from West Faversham Community centre to Love Lane – currently being worked on as below. Potential involvement with Fav. Soc TBC. Item 11 below refers re linking with Kent AONB – linking coast to downs project.  **NEW Faversham Town Walk** – received copy from Antony Millet, time spent reducing the copy and brief sent to Jemma Elliott to quote for artwork for map & buildings to be illustrated as other two town trails. CW will artwork leaflet & securing two quotes for artwork – one quote in for £484 – 2nd quote due Thursday 18.2.21. | Print 5k @ £285 |  |
| 6 | Newsletter | Town Councillors & other contributors | **Spring 2021 edition** - artwork to print 02.02.21, distribution w/c 01.03.21 (copy deadline 19.01.21) |  |  |
| 7 | SBC joints initiatives & SBC Visitor Economy Framework actions/liaison | Martin Goodhew, Lyn Newton | **Lyn Newton** – 27.1.21 phone discussion re SAG events criteria & proposal from SELEP (South East Local Enterprise Partnership) funding opportunity.  **Martin Goodhew** – diverted to Covid support at SBC. Weekly calls re VF website.  **SELEP** – Robert Edge externa consultant for SELEP (Haven Gateway) 3 towns project for tourism/business recovery. Discussions regarding including Faversham as the Kentish town (Eastbourne in East Sussex & Braintree in Essex are the other 2) for funding for grants from between £1.5k & £3k – no match funding required, just officer time to assist with delivery of projects granted funding. Ongoing discussions.  **DMG** meeting 26.1.21 – reported by Brogdale that SAG group will not authorise/process events until county is in Tier 2. CW to contact SAG for confirmation/update. Attractions consequently NOT organising any of their usual major events this year.  Discussions to create a new build resident information pack to showcase the area for prospective buyers. Work been done on this last year, postcard campaign, etc. by the group – Liz (Shoreway Marketing) to provide CW with previous consultations, contacts, etc. for CW to further investigate and propose joint literature initiative with group members & beyond.  SBC coach parking update from Martin – is now a borough wide problem which SBC are looking into.  CW advised 70th Queens Jubilee plans in principle, asked attractions to consider putting on events to enhance the Faversham Celebrations town wide. |  |  |
| 8 | Events | BW, SBC, Faversham Market, other event organisers (Hop, Food, Nautical, et.c) | **FOT 2021** (Festival of Transport) – cancellation of 2021 event emails sent as appropriate, FB post made & key contacts advised. Committee advised – proposed date for 2022 14th-15th May.  **Queen’s Platinum Jubilee** – Thursday 2nd – Friday 3rd June 2022 – plan a Prom and other activities. Railway Swing Band booked for Friday 3rd June 2022 Proms in Market Place.  Contacted Market Ass. To see if Friday & Saturday market be themed **‘Through the Decades’** for Faversham. Contacted Faversham Society (Antony Millet/Harold Goodwin) to put on two week exhibition **‘Faversham Through the Ages/Decades’** – awaiting feedback/ideas from both. Meeting Market Ass. In New Year to flesh out further.  **Civic Service** on Sunday 5th June 2022 – LB & AB to assist.  Discussion with SAG (Safety Advisory Group) – NO events authorised until we are in Tier 2 – October one day car unlikely to be approved. Suggest indoor ticket events only, throw everything at 2022 events. Future events will now subject to a further level of scrutiny once through the SAG, additional insurance and Covid-19 risk assessments will be a requirement. | £400 for RS Band |  |
| 9 | Youth & Local Education Providers | BW (Faversham Youth Council) |  |  |  |
| 10 | Media exposure & advertising |  | **TravMedia** via SBC – several approaches from bloggers to feature VF articles when time right for publicity. Meanwhile concentrating on awareness for ‘future’ visits.  February article in Kent Live -  [Canterbury and Faversham among the best places to live in 2021 new study reveals - Kent Live](https://www.kentlive.news/news/kent-news/canterbury-faversham-among-best-places-4974418) – shared on social channels, relevant groups, etc. |  |  |
| 11 | Travel trade & regional tourist associations/boards, transport & other actions | SBC (Martin & Lyn) | **Kent Downs** – Sally Evans, **Linking Coast to Downs Project** - overall aspiration is to link people to the landscape and to encourage sustainable tourism in the area, encouraging access to the AONB and creating rural ‘experiences’. Meeting 16.2.21 with Sally & Mark Loos, Medway Swale Estuary Partnership – Teams/Zoom.  Possible funding available for re-work of ‘Food Trails’ 8 walks if emphasis changed from food trails to ‘experience the countryside – get back to nature’ – Sally to provide emphasis/priorities for CW to prepare bid for funding to assist with re-branding of leaflets. AONB/Kent Downs linking coast to downs project to identify 3 walks to link; to refer and link to our experience walks. |  |  |
| 12 | Colleague support |  | **Faversham & District Community Lottery** – good causes sign up support to LB; liaison with Gatherwell regarding website & FB presence. Follow up emails to good causes signed up.  **Working Group** meeting 9.2.21, 7.30pm Zoom.  **Advertising campaign** – cost for radio, newspaper and on line campaign to advertise 23rd Feb ticket sales start, 3rd April first draw. Design adverts, supplied to KM Group & The NET (9.3.21 deadline). Radio advert & on line adverts.  **Banners** – design, artwork, price up 12 x 5’ x 3’ banners |  |  |
| 13 | Other | FMG Councillors | Next TMG meeting 2.3.21 – 1pm via Teams |  |  |

Claire Windridge, Visitor & Events Development Officer

Latest update 16th February 2021