

# Town Team

## Sevenoaks Town Team Annual General Meeting

6:30pm: Wednesday 7<sup>th</sup> October 2020

To be held via Zoom (see joining instructions below)

Join Zoom Meeting <a href="https://us02web.zoom.us/j/83414335304?pwd=L0lvek1DVmNGbFJKbnN3UHh5aTZHQQT09">https://us02web.zoom.us/j/83414335304?pwd=L0lvek1DVmNGbFJKbnN3UHh5aTZHQQT09</a>  Meeting ID: 834 1433 5304 Passcode: 969912
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### Executive Board

Representing	Number	Current Member	Current Organisation
Sevenoaks Town Council	3	CLlr Simon Raikes CLlr Victoria Granville-Baxter CEO / Town Clerk	
Sevenoaks District Council	1	CLlr Avril Hunter	
Transport	3	Tony Clayton  Austin Blackburn  Elliott Waters	Sevenoaks Rail Travellers Association Go Coach  Southeastern
Leisure Facilities	3	Jane Parish CEO  Andrew Eyre ( <b>Chairman</b> )  Knole	Sencio  Stag  Hannah Kay
Chamber of Commerce	1	Julie Phillips CEO	
Blighs Meadow	1		Savills, agent for Bligh's owners Standard Life Investments
Sevenoaks Chronicle	1		
Sevenoaks Society	1	Roger Walshe	
Large Business	2	Maxine Morgan ( <b>Vice-Chairman</b> )  Elizabeth Dolding	Specsavers  Warners Solicitors
Small Independent Business	2	Roberta Ware Glenn Ball	Francis Jones Jewellers Local Architect
Resident Association	1		
Round Table	1		
Police	1		
	21		

# Town Team

## AGENDA

- 1. Election of Chairman of Sevenoaks Town Partnership**  
Members to elect a Chairman of the Sevenoaks Town Partnership
- 2. Election of Vice Chairman of Sevenoaks Town Partnership**  
Members to elect a Vice Chairman of the Sevenoaks Town Partnership
- 3. Apologies for Absence**
- 4. Declaration of Interest**
- 5. Minutes**  
To receive and approve the minutes of the Sevenoaks Town Partnership Executive Board meeting held on the 17<sup>th</sup> September (copy attached)
- 6. Annual Report**  
To receive and discuss the annual report for 2020 (copy attached)
- 7. Strategic Aims**  
To receive a copy of the strategic aims for 2019-2022.
- 8. Finance Matters**  
To receive and note an updated finance projection report (report attached)
- 9. Recovery Action Plan**
- 10. Christmas 2020 Promotions** (report attached)
  - Sevenoaks Promotional Video
  - Christmas Trail
  - Window Wanderland
- 11. Virtual Business Awards Event** (Update from previous meeting)
- 12. Members Organisations**  
To receive updates from partnership members and their organisations activities.
- 13. Date of Next Meeting**  
The next meeting will be held on Wednesday 16<sup>th</sup> December.
- 14. Press Release**

**Notes of Sevenoaks Town Partnership Meeting held via Zoom  
on Thursday 17<sup>th</sup> September at 6.30pm.**

**Executive Board**

Representing	Number	Current Member	Current Organisation	
Sevenoaks Town Council	3	CEO / Town Clerk		Present
		Cllr Victoria Granville-Baxter		Present
		Cllr Simon Raikes		Apologies
Sevenoaks District Council	1	Cllr Avril Hunter		Present
Transport	3	Tony Clayton	Sevenoaks Rail Travellers Association	Apologies
		Austin Blackburn	Go Coach	Apologies
		Elliott Waters	Southeastern	Apologies
Leisure Facilities	3	Jane Parish CEO	Sencio	Apologies
		Andrew Eyre (Chairman)	Stag	Present
		Hannah Kay	Knole	Apologies
Chamber of Commerce	1	Julie Phillips	CEO Sevenoaks & District Chamber of Commerce	Apologies
Bligh's Meadow	1		Savills, agent for Bligh's owners Standard Life Investments	Apologies
Sevenoaks Chronicle	1			Apologies
Sevenoaks Society	1	Roger Walshe		Apologies
Large Business	2	Maxine Morgans (Vice Chairman)	Specsavers	Present
		Elizabeth Dolding	Warners Solicitors	Present
Small Independent Business	2	Roberta Ware	Francis Jones Jewellers	Present
		Glenn Ball	Local Architect	Present
Resident Association	1	Elizabeth Purves	Hollybush Residents Association	Present
Round Table	1			Apologies
Police	1			Apologies
	21			

**Also, in Attendance:**

Paul Brailsford – Daejan Commercial Properties Ltd  
 Mark Newton – Daejan Commercial Properties Ltd  
 Chris Levett - Daejan Commercial Properties Ltd  
 Stephanie Harrison – Committee Clerk & Pink Week  
 Cllr Dr Canet – Sevenoaks Town Council

Emily Haswell – SDC Economic Development Officer  
Roger Lee  
Roger Fitzgerald  
Helen O’Sullivan - Eardley Road Residents' Association  
John Levett – Sevenoaks Summer Festival  
Richard Baxter- Sevenoaks Society  
Cllr Parry – Sevenoaks Town Council  
Cllr Busvine – Mayor & Sevenoaks Town Council  
Jim Hughes – Local Resident  
Mrs Turnbull  
David Green  
Rob - Waitrose

**1. Apologies for Absence**

(As noted above)

**2. Pre-Planning Consultation Presentation by Daejan Commercial Properties Ltd re proposal to develop 136 High St (former Tesco site)**

Paul Brailsford, Mark Newton and Chris Levett, of Daejan Commercial Properties Limited, gave an interesting presentation, lasting approximately 35 minutes, regarding the proposals to redevelop 136 High Street. This was followed by a question and answer session.

The present plans are for 3 x 4000 sq. ft retail shops on the ground floor and 100 flats above, some of which will be kept for letting, and improved landscape and pedestrian access. There will also be some affordable housing made available, but there are no details yet.

Discussion took place regarding the provision of only 50 car parking spaces for 100 flats. The developers were in discussion with KCC regarding this. There were suggestions by representatives present of an aerial walkway connecting to the West side of the town.

A representative from Waitrose asked about disruption, especially in the Suffolk Way area and was assured there should be very few road closures or major disruptions.

This will be an 18 month to two-year project and, if plans are accepted, it could be completed by 2023.

Cllr Eyre thanked the team for their in-depth and insightful presentation.

**3. Buckhurst 1 Car Park available for Temporary Use until March 2021 (see attached)**

Sevenoaks District Council had offered the Buckhurst Car Park area, site of the current Wednesday market, to Sevenoaks Town Council to use until March 2021. Councillors had decided that due to the current situation with Covid-19 and the uncertainty surrounding

the High St it would not be financially viable to take up the offer. However, we will seek out other businesses to see if they could use the space. A premises licence was being progressed.

Cllr Eyre closed the meeting at 7.35pm.

# Town Team

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## SEVENOAKS TOWN TEAM EIGHTH ANNUAL REPORT 2020

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Website: [www.sevenoakspartnership.org](http://www.sevenoakspartnership.org)

Sevenoaks Town Team Annual General Meeting 07.10.20

## An introduction by Cllr Andrew Eyre, Chairman of the Sevenoaks Town Team

**Andrew Eyre, Chief Executive of The Stag Theatre**

It is strange to write this looking back over a year which started out with such strong intentions locally – for example to develop the BID for Sevenoaks, work on developing the Wednesday markets in conjunction with the town centre retailers and the now successful introduction of the Town Team re-branding and newsletter albeit born in stranger circumstances than those originally envisaged. So many of the things we had worked so hard to develop in our town in recent years – the business show, the Wellbeing show, the fireworks procession, the annual Christmas lights ceremony and of course the successful business awards show – are temporarily laid low by the social effects of the pandemic. I am certain they will all return after the hiatus which has been 2020 - a year which will sadly be remembered for death, suffering and hardship but which I hope will also be remembered for caring, helping and community.

What was successfully broken was the self-created Westminster blockage which was the decision on Brexit – now decided and set in motion by the votes of the people of Britain. Whatever the outcome over the trade negotiations and whatever the impact on trade and commerce, I know the entrepreneurial spirit in Sevenoaks will shine through as we work together to come out of the pandemic lockdowns and, perhaps gradually, once again return to a more normal life.

What has come out of this is the huge community and neighbourly development between us. As retailers and community leaders in Sevenoaks we have set out to spread kindness and help throughout Sevenoaks and succeeded at so many levels. So many people have contributed so much but we can highlight the commitment – both financial and personal - of those at Cook. A company across Britain and beyond but born in Sevenoaks and which turned outwards so generously and so quickly without being asked when it was needed most. There are many other examples of company and people giving both of expertise and goods; but mostly of time and of love and support in what was a trying time for us all and a devastating time for some.

A key target for us now is to work together and to continue showing how safe and welcoming the town of Sevenoaks is and how safe it is to visit, shop and enjoy whether that is for shopping, services or leisure. Sevenoaks and its people have proved themselves over recent months and I know we can continue that into the future and continue to be proud of our town.

**Sevenoaks: the best place to shop, live and do business.**

## 1. Sevenoaks Town Partnership – Strategic Aims

Since 2011 the Executive Board have been working to develop the following key strategic aims:

1. Increasing visitors to Sevenoaks Town
2. Branding Sevenoaks
3. Investigating and investing in different forms of digital marketing
4. Developing a branded Town Partnership website
5. Providing a calendar of events
6. Marketing the town as a clean and safe place to live and visit
7. Produce initiatives to address the empty shop issue
8. Improve engagement between public, private, and economic sector partners in order to use this combined expertise to improve the town
9. Encourage inward investment into the town and make Sevenoaks attractive for businesses looking to start up
10. Improving the accessibility and environment of Sevenoaks town

## 2. Sevenoaks Town Partnership – Executive Board

The Executive Board consists of the following members:

Representing	Number	Current Member	Current Organisation
Sevenoaks Town Council	3	Cllr Raikes Cllr Granville Baxter CEO / Town Clerk	
Sevenoaks District Council	1	Cllr Avril Hunter	
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	21		



### **3. Digital Projects**

#### **3.1 Information Screens**

The Town Partnership currently manages three information screens, one at Sevenoaks Mainline Station, one at the Stag Community Arts Centre and the latest addition at Bat & Ball Station. A further screen will be installed at the new Bat & Ball Centre.

#### **3.2 Info Pods**

Due to Covid-19 these are not currently in use. The IT infrastructure needs to be updated to be available as soon as possible once restrictions are lifted. Info pods enable access to tourist information, including bed & breakfast accommodation, events, businesses, travel information, restaurants and much more.

Info Pods are located at:

- Stag Foyer
- Sencio Leisure Foyer
- Sevenoaks District Council Foyer
- Sevenoaks Bus Station
- Sevenoaks Town Council Foyer
- Sevenoaks Community Centre
- Café on the Vine
- Bat & Ball Station Cafe

#### **3.3 Website**

During the year resources have been invested to create a new website, see [www.sevenoakspartnership.org](http://www.sevenoakspartnership.org)

### **4. Sevenoaks Town Team Recovery Action Plan**

#### **Background**

On 30<sup>th</sup> April 2020, the Town Team hosted an 'open access meeting' for local businesses who were concerned about their businesses and recovery of the town due to the impact of COVID 19. Approximately 40 attended. The meeting concluded that:

- A Recovery Plan was needed
- All the discussion (including on-line chat) and ideas should be circulated to enable feedback and further ideas
- Responses to above be considered and an Action Plan created

As background the Town Team are a member of the Association of Town and City Management (ATCM) whose members throughout the UK have been undertaking similar processes.

The Recovery Plan and responses received were made publicly available and circulated to:

- All present at the meeting
- Town Councillors
- The Town Team distribution list
- All Resident Associations
- NDP distribution list
- MP
- Promoted on social media
- Coverage received from Sevenoaks Chronicle
- Local government sector - NALC / SLCC / KALC / ATCM

The aim of the draft Sevenoaks Town Recovery Plan as agreed at the meeting on 30<sup>th</sup> April 2020 was to consolidate the many and varied ideas into one document, to enable further consultation and to move forward to progress to an Action Plan.

Resources and time were not spent of graphic design or professional looking documents firstly due to time constraints and secondly as it was anticipated that many of the proposals would not be progressed following consultation. There were also administrative resource restrictions during COVID 19.

Alongside the draft Sevenoaks Town Recovery Plan consultation Kent County Council, Sevenoaks District Council and Sevenoaks Town Council were reviewing and discussing statutory responsibilities from which additional proposals were put forward and discussed.

The Action Plan below was based on the High Street Task Force recommendations and for the short term to the 31<sup>st</sup> March. Sevenoaks District Council (SDC) is currently progressing a long-term Masterplan for the Town Centre. There are also relevant proposals within Sevenoaks Town Council’s draft Neighbourhood Development Plan.

Ref	Issue	Strategy	Actions Proposed	By Whom
1	Recovery Plan	Keep town centre ‘open for business’ For benefit of businesses; visitors; residents and ensuring long term vitality.	Bring together all stakeholders to work on a common plan for managing social distancing and movement through the area following government guidelines.  Adopt a transitory approach in line with phased national ‘route map’ and flexibility to adapt to changing circumstances / footfall.	TT

2	Social Distancing and Highways	Review Road Traffic Order options to enable social distancing	<p>Audit the town to identify hotspots including looking at the popular routes people take to town and identify potential problem areas.</p> <p>KCC proposal: Support proposal for temporary measures to install a one-way traffic system within the High Street and London Road, lower the speed limit to 20mph in both roads, create a safer environment for cyclists, and widen the pavements to aid distancing for pedestrians.</p> <p><i>KCC indicated that it was not going to proceed.</i></p>	KCC
3	Enhanced Cleaning & Sanitisation	Plan for enhanced cleaning and sanitisation to ensure the risks of the virus spreading are reduced.	<p>Cleansing regimes will be maintained and visible to promote the town as a safe place to shop and do business.</p> <p><i>In progress and ongoing.</i></p>	SDC
4	Signage	Information relating to public safety to be available consistent with national guidelines.	<p>Guidance to be provided for businesses on information to be displayed.</p> <p>Highway notices.</p> <p><i>In progress and ongoing.</i></p>	SDC  KCC
5	Communicate & Engagement	A consistent and strong campaign to promote Sevenoaks as a safe place to shop and do business.	<p>Create new branding – to be used for a variety of different messages.</p> <ul style="list-style-type: none"> <li>• <i>Highway banners - installed.</i></li> <li>• <i>Railway banners – installed.</i></li> <li>• <i>Posters – to be distributed.</i></li> <li>• <i>Badges – to be distributed.</i></li> <li>• <i>Tote bags – sponsored by Manak in production.</i></li> <li>• <i>Flags – too expensive</i></li> </ul>	TT

			<ul style="list-style-type: none"> <li>• <i>Social media – to encourage businesses to be involved.</i></li> </ul> <p>Encourage all businesses to support and promote.</p>	
6	Walking and Cycling	Encourage increased walking and cycling	<p>KCC proposal if implemented would enable more space for walking and cycling.</p> <p>Install additional temporary cycle planters.</p> <p>Improve the environment to make it more pleasant to walk and cycle.</p> <p>Improve and increase pedestrian crossing points in the town centre.</p> <p>Link car parks to town centre making them more pleasant to encourage more walking and cycling.</p>	<p>KCC</p> <p>STC</p> <p>TT / STC</p> <p>KCC</p> <p>TT / STC</p>
7	Markets	Promote and enable social distancing for them to operate	<p>Review sites and social distancing space.</p> <p><i>Wednesday = 8 stalls</i>  <i>Blighs = 10 stalls max capacity</i>  <i>High St = 5 stalls</i>  <i>Reviewing new legislation for operating markets in other locations.</i></p>	<p>STC / SDC / KCC</p>
8	Key Attractions	Support key attractions e.g. Stag and Knole to assist with the local economy	<p>Stag launched Save the Stag campaign.</p> <p>STC to consider subsidising until March 2021  <i>STC agreed grant</i></p> <p>SDC &amp; KCC to consider grants  <i>SDC agreed grant</i></p>	<p>STC</p> <p>SDC KCC</p>

			Knole has requested assistance promoting need for people to deal with litter responsibly, not feeding and chasing deer, and car parking – encouraging people to park in town centre car park.	TT
9	Town Trail	To be used as a tool to encourage people to visit and move around the town centre.	<p>Sevenoaks has been selected as one of a 100 town centres to receive free digital trail (information provided separately).</p> <p>To have branded for Sevenoaks cost £150.</p> <p><i>Agreed to review alternative options.</i></p> <p>Now there is no fee to use the app we will put on the Christmas Trail running from the end of November through to December. STC looking for sponsorship of the initial costs, with two potential businesses interested.</p>	TT
10	Events	Once Social Distancing permits use Events to encourage people back into the town.	<p>Review current and implement programme of Events</p> <p><i>Live on the Vine for 8 weeks</i> <i>Wind in the Willows - TBC</i></p>	STC TT
11	Public Open Space	Utilising public open space differently to encourage pop up businesses, events when possible, walking and cycling.	<p><u>Vine Gardens &amp; Other Locations</u> Review current and implement programme of Events</p> <p>Consider alternative uses e.g. pop up stalls.</p> <p><u>Buckhurst 1 Car Park</u> Opportunity to use as Public Square.</p>	STC  SDC ?

			<p><u>Public Highway</u> Encourage more pop-up cafes and stalls outside retail if pedestrian space permits.</p> <p><i>New legislation</i></p>	KCC / SDC
12	Promoting businesses	The new trading will be very different to pre COVID 19, every effort will be made to help businesses to trade	<p>Weekly newsletter being distributed electronically and within Sevenoaks Chronicle.</p> <p><i>Ongoing</i></p> <p>Survey monkey for businesses to complete to provide details of them opening etc.</p> <p><i>Completed</i></p> <p>Branding campaign to protect the town</p> <p><i>Completed</i></p>	TT
13	Back to Business Guide	To assist businesses with challenges and practical advice for re-opening during COVID 19	<p>An online and paper business support pack will provide information on:</p> <ul style="list-style-type: none"> <li>• ‘Welcome back’ postcard</li> <li>• ‘Showing you're COVID-19 secure’ poster pack</li> <li>• Shops and branches – working safely guidance</li> <li>• <a href="#">Guidance on re-opening and adapting your food business</a> guidance</li> <li>• Sevenoaks District Council Team Around the Business leaflet (information on Economic Development, Licensing, Environmental Health etc.)</li> <li>• Key contacts</li> <li>• Community Safety Unit contact card</li> </ul>	SDC

## Sevenoaks Town Team Annual General Meeting 07.10.20

14	Funding	To seek external funding where possible for the actions identified in the Action Plan.	Review Funding opportunities for the Action Plan	All
15	Car Parking	Reviewing changing car parking needs during COVID 19	All car parks will remain free until at least the 23 <sup>rd</sup> of June, it is likely that we will bring some charges back after that point.	SDC
16	Cultural Quarter	Promotion of local culture and creative opportunities can increase participation in activity and build footfall, supporting the local economy.	Progress Sevenoaks Town Council's Cultural Strategy proposals.	STC
17	Business Hub	Provide a facility to enable businesses to start up again or downsize	Proceed with planned Business Hub	STC TT
18	Offers of support from local businesses	To encourage local businesses to be involved in the Recovery Plan and wider economic development.	SHC offering to assist with a leisure space in town centre for sports and other facilities  To provide marketing and centralised assistance  Assistance with graphic design and creative support  PR, Marketing, Digital  Informal partnering with other businesses  Economic Analysis Marketing and other information  Create a practical sporting centre at Knole Paddock	TT & Local Businesses

			<p>Promotion and marketing. Click and collect retail. Appointment only for NHS Workers with discounts and incentives.</p> <p>Webinars on Marketing on Facebook and other platforms.</p> <p>Quotes and information on specialised COVID 19 cleaning.</p> <p>Circulate information to businesses and encourage involvement.</p> <p>Distribute flyers, put up posters. Spread the word.</p> <p>Promote within B&amp;Bs</p> <p>Not a business but will help galvanise energy for regeneration.</p> <p>Volunteer spare time</p> <p>Provide flexible leases to encourage new tenants</p>	
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**5. Sevenoaks BID Proposal**



Sevenoaks Town Partnership held two initial consultations with local business rate payers (hereditaments). The purpose of the initial consultations was to raise awareness of the



Business Improvement District (BID) project and to identify the projects which were important to local businesses.

It was originally envisaged in 2018 that if agreed at a referendum, all local business rate payers would pay 1% of their Rateable Value (RV) to the Sevenoaks BID providing a total annual income of £298,657 to be spent on projects for the benefit of the BID area.

Following representation from local businesses the STP has had some further thoughts on this matter. By enabling businesses with a Rateable Value of less than £15k to provide a voluntary levy of ½ % this would reduce the guaranteed non-discretionary annual income to £269,169 (@ May 2017).

Feedback from businesses who were currently 'undecided' has been that they need to see more detail to the proposed projects and the BIDs to make a final decision.

Nearby shopping destinations Orpington and Tunbridge Wells now operate BIDS enabling funds to be invested into the business area to attract more visitors. These initiatives including free parking at designated time provides a further challenge for the retailers of Sevenoaks. Due to other capital projects requiring resources the development of the BID was postponed until the middle of 2020. Due to Covid-19 the progress of this has been further postponed.

## **6. Sevenoaks Business Show**

The 2020 show was cancelled due to Covid-19.

## **7. Wellbeing Show**

The 2020 show was cancelled due to Covid-19.

## **8. Sevenoaks Business Awards**

Delayed until 2021 due to Covid-19 with the intention to recognise businesses who have helped the community during the pandemic.

## **9. Sponsoring of Events and Events Committee**

As previously mentioned, the Sevenoaks Town Partnership is involved in a variety of events aimed at both the local community and businesses. Sponsoring opportunities may be available for different events throughout the year. If you are interested in sponsorship please contact the Sevenoaks Town Partnership Administrator on 01732 459 953 or email [admin.tp@sevenoakstown.gov.uk](mailto:admin.tp@sevenoakstown.gov.uk)

## **10. Sponsorship / Grant Funding**

Sevenoaks Town Council supported the creation of the Sevenoaks Town Partnership and continues to do this by providing facilities and staff resources. In addition, the Town Council

provided funding of £5,000 for each financial year. This however is subject to matching sponsorship either in cash or 'in kind' services.

## 11. Friends of Bat & Ball Station

The Friends of Bat & Ball Station was created in 2014 with the following Strategic Aims.

### Aims for Bat & Ball Station Friends Group

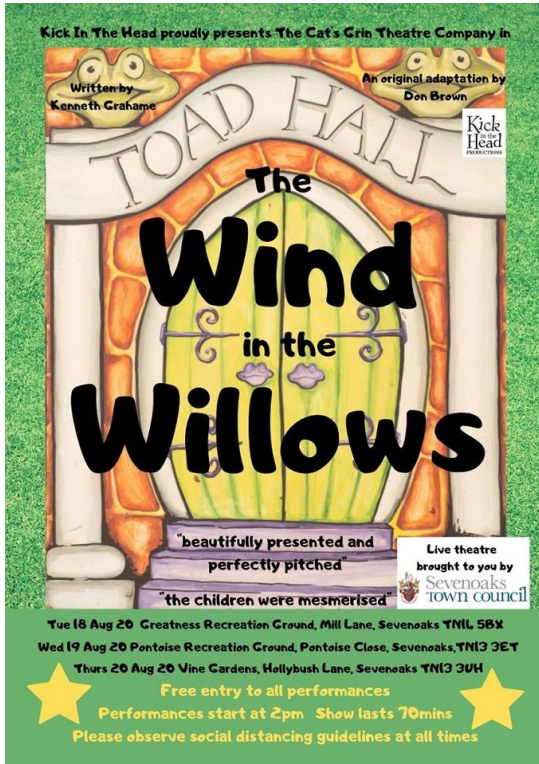
1. Support regeneration of Bat & Ball area, highlighting benefits of the station.
2. Promote the station.
3. Promote the building as a venue/facility.
4. Encourage integration with other community/business projects e.g. Britain in Bloom, Vintage Bus, Summer Festival/Arts.
5. Protect and inform re Historical/Conservation importance.
6. Provide information to the public.
7. Improve community safety and perception of community safety.

Following 5 years of meetings and discussions the group has gone from strength to strength and is now an integral part of the new Bat & Ball Station Refurbishment project. In 2019 Bat & Ball Station won the Urban Heritage Award at the National Railway Heritage Awards



**12. Events Committee**

The aim of the events committee is to share experiences, resources, and volunteers among those who arrange events in the town. At the meetings there is also the opportunity to provide talks on relevant topics. Currently most events have been cancelled due to Covid-19, although we did manage to hold some socially distanced events during the summer.



**Wind in the Willows** was a free event which ran for three days in August in various locations around Sevenoaks. Due to Covid-19, this year's summer play dates had to be cancelled. However, to provide some entertainment for families a three-day event of 'Wind in the Willows' was organised between the 18<sup>th</sup> and 20<sup>th</sup> of August at various locations around the town.

**Live on the Vine** concerts ran every Friday, Saturday and Sunday at The Vine Gardens to large and enthusiastic crowds, weather permitting. The total raised was £21,000, 50% going towards the Save our Stag fund.



### 13. Business Hub

#### The Proposal

Sevenoaks Town Council wants to develop a disused building on the town council site, into a business hub for small and start-up businesses and self-employed professionals.

#### Aims

The project would aim to provide a professional, affordable co-working space for entrepreneurs and professionals to work out of, that would encourage business growth, create networking opportunities, and eliminate the isolation that can occur in small businesses and in those who are self-employed.

#### Plans

Plans provide a large office space with desks in a communal layout for 13 hot desks / dedicated desk services; 5 office pods, separate office and a meeting room that sits 8-10 people that can be hired out; a kitchen with a communal eating space; separate male and female toilets; shower, lockers for storage of personal items and mail, and a number key lock for secure access, cycle racks and electric car charging points. Full planning permission has been obtained.

#### Independent Economic Impact Assessment

Sevenoaks Town Council commissioned an Independent Economic Impact Assessment which contained the following information: The Sevenoaks Business Hub scheme is forecast to deliver 30 gross FTE jobs, or 15 net additional FTE jobs within the South East LEP area labour market over the first ten years. By 2028/29, a total of £3.35m of cumulative GVA is forecast to be generated by the net additional FTE job gains (£2.80m at NPV).

In order to assess the relative Value for Money arising from the scheme, cost per job and Benefit Cost Ratio (BCR) analysis has been applied to the estimated £200,000 capital cost of the scheme. Based on a total of 15 net additional FTE jobs, the scheme is anticipated to have a **cost per job of £12,995** (£0.2m/15 net FTEs). HCA guidance identifies an acceptable cost per net job benchmark of £28,700 for projects with a key focus on job creation (HCA, Calculating Cost per Job, 3rd ed. 2015) and when compared to the established benefit the scheme is anticipated to deliver jobs at an excellent cost. When scheme costs are compared to the present value GVA generated over the first ten years, the scheme deliver a **BCR of 14.0: 1**, meaning that for every £1 of investment in delivering the Business Hub is anticipated to generate £14.00 in value within the economy. As such, it is considered that the scheme **would deliver excellent value for money**.

#### Funding for the Project

Sevenoaks Town Council will be considering the funding of the project in autumn of 2020.

#### 14. Town Team

In the Autumn of 2019 Sevenoaks Town Partnership changed its name to 'Town Team' to update itself and become easier for the public to identify with which has work well to date.



#### 15. The future of the Sevenoaks Town Team

Due to Covid-19 everyone faces an uncertain future and there will be more significant changes. The primary aim of the Town Team remains the same, to support each other and local businesses to make Sevenoaks the best place to live, shop and do business.

# Town Team

## *Strategic Aims*

Sevenoaks Town Partnership  
c/o Sevenoaks Town Council  
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Sevenoaks,  
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01732 459953

[admin.tp@sevenoakstown.gov.uk](mailto:admin.tp@sevenoakstown.gov.uk)

## Sevenoaks Town Partnership Strategic Aims completed between 2019-2022

No	Aim	Topic & Aim Achieved
1	Increasing visitors to Sevenoaks Town	<ul style="list-style-type: none"> <li>I. Production of website – Provide central e-location for information relating to Sevenoaks. Promote the town’s visitor attractions, events and businesses. <i>Needs to be reviewed.</i></li> <li>II. Transport link from Knole to Town Centre (Vintage Bus) – Encourage visitors from Knole into Town Centre and vice versa. To provide ‘Vintage Bus’s during summer months on circular route: Station, Stag, Sencio, Knole - £3.00 daily ticket</li> <li>III. Events – Promote a calendar of events. Aim for one event per month</li> <li>IV. Musical entertainment – Encourage more outside musical entertainment on Saturdays and evenings</li> <li>V. Markets – Support and promote – consider night-time market</li> <li>VI. Sevenoaks Loyalty Card – Assist and promote with Sevenoaks Loyalty Card – Now supporting Love local Card</li> <li>VII. Twinning – Promote Sevenoaks as a visitor designation within Twinning Towns via links to websites</li> </ul>
2	Branding Sevenoaks	<ul style="list-style-type: none"> <li>I. Consultation – To gather ideas and information from local organisations relating to the Sevenoaks ‘brand’</li> </ul>
3	Investigating and investing in different forms of digital marketing	<ul style="list-style-type: none"> <li>I. Production of website – Provide central e-location for information relating to Sevenoaks. Promote the town’s visitor attractions, events and businesses. <i>Website to be reviewed.</i></li> </ul>

		<ul style="list-style-type: none"> <li>II. Information screens – Install information screens in high footfall areas to promote other attractions, businesses and events in the town. An opportunity to advertise and provide information. <i>Currently screens at Stag Foyer and Sevenoaks Mainline Station. There will be a screen installed at Bat &amp; Ball Station.</i></li> <li>III. Google Maps – Include on website</li> <li>IV. Facebook &amp; Twitter – Encourage regular updates about the positive activities happening in the town</li> <li>V. Cross promotion between websites – Encourage links between websites</li> <li>VI. Information pods – Located in public areas to enable access to information</li> </ul>
4	Providing a calendar of events	<ul style="list-style-type: none"> <li>I. Calendar of events – To promote more widely current events. To aim to assist with establishing and promoting one event per month</li> </ul>
5	Marketing the Town as a clean and safe place to live and visit	Ongoing
6	Produce initiatives to address the empty shop issue	<ul style="list-style-type: none"> <li>I. Landlord Audit – Carry out audit of landlords to enable contact and then potential use of empty shops for alternative short-term provision – completed by SDC</li> <li>II. Bligh’s 2 – Encourage and assist where possible the completion of Bligh’s 2 including presence of key stores</li> <li>III. Start-up businesses – STP to showcase – within STP Business Awards (New Business under 5 years)</li> </ul>
7	Improve engagements between public and private and community sector partners in order to use this combined expertise to improve the town	<ul style="list-style-type: none"> <li>I. STP Database – Increase business database to enable improved engagement. <i>From the STP Database a weekly newsletter is sent via email to engage businesses with events and information from the Sevenoaks Town Partnership and its members.</i></li> <li>II. Skills Audit – Prepare a skills audit relating to STP members and partners</li> </ul>



		<p>III. Highway Banners – When not in use by paid advertising revert to generic advertising banner for the town. <i>Currently banner advertising Markets in Sevenoaks in the Town Centre and general information/welcome banner at Mainline Station.</i></p> <p>IV. Neighbourhood Plan – Create a Neighbourhood Plan with the aim of becoming Planning Policy Guidance for the Town Centre. <i>Currently in draft stages.</i></p>
8	Encourage inward investment in the town and make Sevenoaks attractive for businesses looking to start up	<p>I. Promote the town – Use all e-marketing opportunities available to promote the town</p> <p>II. Business to Business – Encourage public and businesses to use local suppliers and keep the pound local – Via Business Show</p>
9	Improving the accessibility and environment of Sevenoaks Town	<p>I. Promotion of accessibility – Website information to include accessibility logo</p> <p>II. Promote key areas of environment and of points of interest – Work in partnership with Sevenoaks Society to use digital images (provided on information screens)</p> <p>III. Car Parking – Liaise with SDC re potential for partial refund scheme for local car parks – Neighbourhood Development Plan Commissioning &amp; Integrated Transport Strategy</p> <p>IV. Transport – Improve the station, train and bus links to the town (Number 8 and Vintage Bus)</p> <p>V. Sevenoaks Station – Improve the area around the outside of the station – see proposals within the Integrated Transport Strategy <i>and Neighbourhood Development Plan.</i></p>

# *Strategic Aims for 2016-2021*

## 1. Increasing Visitors to Sevenoaks Town

Topic	Aim	2016	2017	2018	2019	2020	2021	£	Update / achieved
Night-time economy	Promote regular late-night shopping and evening café culture								<ul style="list-style-type: none"> <li>Continue to promote Thursday Evenings in Summer</li> <li>Liaise with Hollybush Retailers</li> <li>Liaise with Bligh's</li> </ul>
Independent specialist shops	Promote independent and specialist shops – bookshop, cd shop, chocolate shop – with the aim to promote individuality of Sevenoaks								<ul style="list-style-type: none"> <li>Highlight on digital marketing</li> <li>Seek to develop night-time economy via Sevenoaks Town Partnership initiatives, entertainment on the Vine one evening per week</li> <li>Also promoted in Business Awards</li> </ul>
Host annual conference	e.g. Clown's Festival / Music Hall and Variety Festival / Comedy Fringe								<ul style="list-style-type: none"> <li>Further research to be undertaken.</li> </ul>
Signage	Encourage good signage – particularly from station, and for markets								<ul style="list-style-type: none"> <li>Being reviewed within Neighbourhood Development Plan</li> </ul>
Sevenoaks Gateways	Review aesthetics of Gateways to the town – consider additional improvements								Being reviewed within Neighbourhood Development Plan
Cultural Quarter	Vision								Build on aspirations within neighbourhood development plan.

Darent Valley Community Rail Partnership (CRP)	Sharing promotions to encourage visitors from six stations to increase footfall									CRP launched September 2019
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## 2. Branding Sevenoaks

Topic	Aim	2016	2017	2018	2019	2020	2021	£	Update / achieved
Branding established	Continue to promote								

## 3. Investigating and investing in different forms of digital marketing

Topic	Aim	2016	2017	2018	2019	2020	2021	£	Update / achieved
Online sales promotion	Encourage people to stay in or visit Sevenoaks								Included within website specification
Viral marketing – you tube	Encourage you tube advertising								
Digital availability	Ensure that those without access or inability to use online sites are not left out								Regular production of printed material where possible
Online loyalty card	Use app for town wide discounts								

## 4. Providing a calendar of events

Topic	Aim	2016	2017	2018	2019	2020	2021	£	Update / achieved
Comedy Fringe Festival	Pre Edinburgh festival – increase visitors to town								<ul style="list-style-type: none"> <li>Further research and provision of sponsorship to be undertaken</li> </ul>
Independent Film Festival	Increase visitors to the town								<ul style="list-style-type: none"> <li>Further research and provision of sponsorship to be undertaken</li> </ul>

Independent Shopping Day – 4 <sup>th</sup> July	Promote Sevenoaks independent retailers									<i>Event to be held in 2019</i>
Create Key Events for following months: <b>January</b> <b>February</b> – Mayors Quiz Night <b>March</b> <b>April</b> – Business Show and launch of Business Awards nominations <b>May</b> - Wellbeing Show and Food Festival <b>June</b> – In Bloom, Bands on the Vine, Summer Festival <b>July</b> – Bands on the Vine <b>August</b> – Summer Play Dates <b>September</b> – Business Awards and Food Festival <b>October</b> – <i>Literary Festival and Pink Week</i> <b>November</b> – Torchlight Parade and Christmas Light Switch on <b>December</b> – Food Festival, Pantomime										
Events Committee	Continue to encourage shared use of resources between different organisations									
Financing key events	Encourage businesses to contribute e.g. Christmas Lights and Sevenoaks in Bloom									

**5. Marketing the town as a clean and safe place to live and visit**

Topic	Aim	2016	2017	2018	2019	2020	2021	£	Update / achieved
Purple Flag	Apply and promote Purple Flag status								Further research to be carried out <i>within BID process.</i>
Crime Statistics	Promotion of good crime statistics – e.g. one of the safest place in the UK								<i>Via new website.</i>
Market Sevenoaks attributes	Clean, green, spacious, wildlife, cycling, golf, walking								<i>Via new website.</i>

**6. Produce initiatives to address the empty shop issue**

Topic	Aim	2016	2017	2018	2019	2020	2021	£	Update / achieved
Business Rates	Campaign for a rate free period for new businesses								
Business Rates / BIDS	Campaign for a % to be returned to local community – consider applying for BIDS								Initial work and consultation undertaken. To be developed. Link to cultural quarter
Local Art Groups	Assisted to use empty window space								
Reduced rent schemes	Campaign for landlords to offer incentive rent for new businesses								
Secondary Shopping Centres	To encourage shopping facilities in St Johns and station (square) London Road								Liaison with Holly Bush Retailers commenced August 2016
Encourage Range of Shops	Forward public data/research to landlords re desired facilities								
STP promotional banner for empty shops	Place attractive information banner in empty shop windows								

**7. Improve engagements between public, and private and community sector partners in order to use this combined expertise to improve the town**

Topic	Aim	2016	2017	2018	2019	2020	2021	£	Update / achieved
STP Newsletter	To provide regular information on the activities of the STP and how to become involved								Emailed weekly by STP. Printed within Sevenoaks Chronicle.
STP 'Community Meetings'	Three meetings to be arranged per annum to discuss particular topics – meetings open to all to attend								Meeting with Police Commissioner 'Safety for Retail' November 2019
Increase awareness of STP activities	Arrange events  Coordinate marketing  Engage with partners to promote STP activities								Ongoing <ul style="list-style-type: none"> <li>STP brand awareness #Townteam</li> <li>Business Shows/Business Awards/Regular communication</li> </ul>
Young People	Consult with young people to discuss future visions								Youth café could be used to assist with this
Library	Involve the library more								Info pod Installed removed in 2015 and placed in Sencio Foyer
Town Health Check	Initiate a 'Town Health Check' identify good and poor attributes of town								Assistance available as being one of national Town Teams
Youth Café	Promote benefits of youth café – benefit to parents and carers whilst eating out, shopping, using leisure facilities								Opened in July 2012. Meets one of Portas recommendations

**8. Encourage inward investment in the town and make Sevenoaks attractive for businesses looking to start up**

Topic	Aim	2016	2017	2018	2019	2020	2021	£	Update / achieved
Business Angel Scheme	Create a Sevenoaks Business Angel Scheme								Research needed
Disabled Access to Bat & Ball Station	Support the regeneration of the station, including disabled access								Completed 2019
Public Realm	Support proposals for improvements to the Public Realm e.g. Benches, street furniture								
Culture	Support cultural activities and provisions throughout the town, working with partners including schools to achieve this								Recognise economic benefits of the Stag in the town. Cultural quarter and strategy to be created as part of Neighbourhood Development Plan
Grot Spots	Support proposals for addressing identified 'Grot Spots' in the town: Bat & Ball Station Post Office external area Station square Station bridge Stag Wall – walkway to car park One Stop Fountain Other areas identified in NDP								
Britain in Bloom	Support methods to improve the aesthetics of the town via the Britain in Bloom initiative working with partners and volunteers								Needs increased financial support and involvement from businesses as other towns.

## 9. Improving the accessibility and environment of Sevenoaks Town

Topic	Aim	2016	2017	2018	2019	2020	2021	£	Update / achieved
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Town Trail	Consider implementation of tourist town trails								Further research to be undertaken
Bat & Ball Station	Support proposals for the regeneration of the station and surrounding areas								SDC Economic Development Plan September 2014. STC Regeneration of area. STC taking long term lease on station building to refurbish. <b>Completed commenced 2019</b>
Community/Conference Centre	Support the development of the Community Centre to include conference facilities								
Friends of Bat & Ball Station	Encourage group interaction in development of station and station building							£5,000	



## Detailed Income &amp; Expenditure by Phased Budget Heading 09/09/2020

Month No: 5

## Cost Centre Report

	Current Month Actual	Current Month Budget	Current Month Variance	Year To Date Actual	Year To Date Budget	Year To Date Variance	Total Annual Budget	Committed Expenditure	Funds Available	Transfer to/from EMR
<u>40</u> <u>Sevenoaks Town Partnership</u>										
1206 Business Awards	0	0	0	0	2,500	2,500	7,000		0	
1207 Business Show	0	0	0	0	3,000	3,000	3,000		0	
1209 Wellbeing show income	0	0	0	0	3,000	3,000	3,000		0	
1350 Revenue Grant income	0	0	0	0	0	0	1,000		0	
Sevenoaks Town Partnership :- Income	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>8,500</b>	<b>8,500</b>	<b>14,000</b>			<b>0</b>
6101 Telephone	0	8	8	0	40	40	100		100	
6200 Printing & Stationery	0	8	8	0	40	40	100		100	
6240 Computer/ Data Base/WP's	65	42	(23)	285	210	(75)	500		215	
6244 Information Screens	0	0	0	0	0	0	1,500		1,500	
6322 Business Awards	0	500	500	0	1,000	1,000	7,725		7,725	
6323 Business Show	0	0	0	0	2,275	2,275	2,275		2,275	
6710 Conference Fees & Expenses	0	58	58	0	290	290	700		700	
6730 Subscriptions	0	0	0	545	0	(545)	0		(545)	
6900 Sundry Expenses	0	50	50	0	250	250	600		600	
7000 Reinvestment	0	0	0	0	0	0	2,000		2,000	
7608 Friends of Bat & Ball	0	83	83	0	415	415	1,000		1,000	
7616 Wellbeing show	0	0	0	0	2,500	2,500	2,500		2,500	
Sevenoaks Town Partnership :- Indirect Expenditure	<b>65</b>	<b>749</b>	<b>684</b>	<b>830</b>	<b>7,020</b>	<b>6,190</b>	<b>19,000</b>	<b>0</b>	<b>18,170</b>	<b>0</b>
<b>Net Income over Expenditure</b>	<b>(65)</b>	<b>(749)</b>	<b>(684)</b>	<b>(830)</b>	<b>1,480</b>	<b>2,310</b>	<b>(5,000)</b>			

## Detailed Income &amp; Expenditure by Phased Budget Heading 09/09/2020

Month No: 5

## Cost Centre Report

	Current Month Actual	Current Month Budget	Current Month Variance	Year To Date Actual	Year To Date Budget	Year To Date Variance	Total Annual Budget	Committed Expenditure	Funds Available	Transfer to/from EMR
Grand Totals:- Income	0	0	0	0	8,500	8,500	14,000			
Expenditure	65	749	684	830	7,020	6,190	19,000	0	18,170	
<b>Net Income over Expenditure</b>	<b>(65)</b>	<b>(749)</b>	<b>(684)</b>	<b>(830)</b>	<b>1,480</b>	<b>2,310</b>	<b>(5,000)</b>			
<b>Movement to/(from) Gen Reserve</b>	<b>(65)</b>			<b>(830)</b>						

**Background**

On 30<sup>th</sup> April 2020, the Town Team hosted an 'open access meeting' for local businesses who were concerned about their businesses and recovery of the town due to the impact of COVID 19. Approximately 40 attended. The meeting concluded that:

- A Recovery Plan was needed
- All the discussion (including on-line chat) and ideas should be circulated to enable feedback and further ideas
- Responses to above be considered and an Action Plan created

As background the Town Team are a member of the Association of Town and City Management (ATCM) whose members throughout the UK have been undertaking similar processes.

The Recovery Plan and responses received were made publicly available and circulated to:

- All present at the meeting
- Town Councillors
- The Town Team distribution list
- All Resident Associations
- NDP distribution list
- MP
- Promoted on social media
- Coverage received from Sevenoaks Chronicle
- Local government sector - NALC / SLCC / KALC / ATCM

The aim of the draft Sevenoaks Town Recovery Plan as agreed at the meeting on 30<sup>th</sup> April 2020 was to consolidate the many and varied ideas into one document, to enable further consultation and to move forward to progress to an Action Plan.

Resources and time were not spent on graphic design or professional looking documents firstly due to time constraints and secondly as it was anticipated that many of the proposals would not be progressed following consultation. There were also administrative resource restrictions during COVID 19.

Alongside the draft Sevenoaks Town Recovery Plan consultation Kent County Council, Sevenoaks District Council and Sevenoaks Town Council were reviewing and discussing statutory responsibilities from which additional proposals were put forward and discussed.

This draft Sevenoaks Town Team Recovery Action Plan is for consultation and is not a final document. As previously resources including time has not been spent on producing an attractive graphic designed document. Government guidelines have changed, and many businesses will be opening on 15<sup>th</sup> June 2020 it is unlikely that many of the proposals below would be in place for that date. However social distancing in one form or another is anticipated to continue for some time and the draft Action Plan sets out proposals for consideration on how to assist with this.

The Action Plan below is based on the High Street Task Force recommendations and for the short term to 31<sup>st</sup> March 2021. Sevenoaks District Council (SDC) is currently progressing a long-term Masterplan for the Town Centre. There are also proposals within Sevenoaks Town Council’s draft Neighbourhood Development Plan.

Ref	Issue	Strategy	Actions Proposed	By Whom
1	Recovery Plan	Keep town centre ‘open for business’ For benefit of businesses; visitors; residents and ensuring long term vitality.	Bring together all stakeholders to work on a common plan for managing social distancing and movement through the area following government guidelines.  Adopt a transitory approach in line with phased national ‘route map’ and flexibility to adapt to changing circumstances / footfall.	TT
2	Social Distancing and Highways	Review Road Traffic Order options to enable social distancing	Audit the town to identify hotspots including looking at the popular routes people take to town and identify potential problem areas.  KCC proposal: Support proposal for temporary measures to install a one-way traffic system within	KCC

			<p>the High Street and London Road, lower the speed limit to 20mph in both roads, create a safer environment for cyclists, and widen the pavements to aid distancing for pedestrians.</p> <p><i>KCC indicated that it was not going to proceed.</i></p>	
3	Enhanced Cleaning & Sanitisation	Plan for enhanced cleaning and sanitisation to ensure the risks of the virus spreading are reduced.	<p>Cleansing regimes will be maintained and visible to promote the town as a safe place to shop and do business.</p> <p><i>In progress and ongoing.</i></p>	SDC
4	Signage	Information relating to public safety to be available consistent with national guidelines.	<p>Guidance to be provided for businesses on information to be displayed.</p> <p>Highway notices.</p> <p><i>In progress and ongoing.</i></p>	SDC  KCC
5	Communicate & Engagement	A consistent and strong campaign to promote Sevenoaks as a safe place to shop and do business.	<p>Create new branding – to be used for a variety of different messages.</p> <ul style="list-style-type: none"> <li>• <i>Highway banners - installed.</i></li> <li>• <i>Railway banners – installed.</i></li> <li>• <i>Posters – to be distributed.</i></li> <li>• <i>Badges – to be distributed.</i></li> <li>• <i>Tote bags – sponsored by Manak in production.</i></li> <li>• <i>Flags – too expensive</i></li> </ul>	TT

			<ul style="list-style-type: none"> <li>• <i>Social media – to encourage businesses to be involved.</i></li> </ul> <p>Encourage all businesses to support and promote.</p>	
6	Walking and Cycling	Encourage increased walking and cycling	<p>KCC proposal if implemented would enable more space for walking and cycling.</p> <p>Install additional temporary cycle planters.</p> <p>Improve the environment to make it more pleasant to walk and cycle.</p> <p>Improve and increase pedestrian crossing points in the town centre.</p> <p>Link car parks to town centre making them more pleasant to encourage more walking and cycling.</p>	<p>KCC</p> <p>STC</p> <p>TT / STC</p> <p>KCC</p> <p>TT / STC</p>
7	Markets	Promote and enable social distancing for them to operate	<p>Review sites and social distancing space.</p> <p><i>Wednesday = 8 stalls</i></p> <p><i>Blighs = 10 stalls max capacity</i></p> <p><i>High St = 5 stalls</i></p> <p><i>Reviewing new legislation for operating markets in other locations.</i></p>	<p>STC / SDC / KCC</p>
8	Key Attractions	Support key attractions e.g. Stag and Knole to assist with the local economy	<p>Stag launched Save the Stag campaign.</p>	

			<p>STC to consider subsidising until March 2021 <i>STC agreed grant</i></p> <p>SDC &amp; KCC to consider grants <i>SDC agreed grant</i></p> <p>Knole has requested assistance promoting need for people to deal with litter responsibly, not feeding and chasing deer, and car parking – encouraging people to park in town centre car park.</p>	<p>STC</p> <p>SDC</p> <p>KCC</p> <p>TT</p>
9	Town Trail	To be used as a tool to encourage people to visit and move around the town centre.	<p>Sevenoaks has been selected as one of a 100 town centres to receive free digital trail (information provided separately).</p> <p>To have branded for Sevenoaks cost £150. <i>Agreed to review alternative options.</i></p>	TT
10	Events	Once Social Distancing permits use Events to encourage people back into the town.	<p>Review current and implement programme of Events</p> <p><i>Live on the Vine for 8 weeks</i> <i>Wind in the Willows - TBC</i></p>	<p>STC</p> <p>TT</p>
11	Public Open Space	Utilising public open space differently to encourage pop up businesses, events when possible, walking and cycling.	<p><u>Vine Gardens &amp; Other Locations</u></p> <p>Review current and implement programme of Events</p> <p>Consider alternative uses e.g. pop up stalls.</p>	STC

			<p><u>Buckhurst 1 Car Park</u> Opportunity to use as Public Square.</p> <p><u>Public Highway</u> Encourage more pop-up cafes and stalls outside retail if pedestrian space permits.</p> <p><i>New legislation</i></p>	<p>SDC ?</p> <p>KCC / SDC ?</p>
12	Promoting businesses	The new trading will be very different to pre COVID 19, every effort will be made to help businesses to trade	<p>Weekly newsletter being distributed electronically and within Sevenoaks Chronicle.</p> <p><i>Ongoing</i></p> <p>Survey monkey for businesses to complete to provide details of them opening etc.</p> <p><i>Completed</i></p> <p>Branding campaign to protect the town</p> <p><i>Completed</i></p>	TT
13	Back to Business Guide	To assist businesses with challenges and practical advice for re-opening during COVID 19	<p>An online and paper business support pack will provide information on:</p> <ul style="list-style-type: none"> <li>• 'Welcome back' postcard</li> </ul>	SDC



			<ul style="list-style-type: none"> <li>• ‘Showing you're COVID-19 secure’ poster pack</li> <li>• Shops and branches – working safely guidance</li> <li>• <a href="#">Guidance on re-opening and adapting your food business</a> guidance</li> <li>• Sevenoaks District Council Team Around the Business leaflet (information on Economic Development, Licensing, Environmental Health etc.)</li> <li>• Key contacts</li> <li>• Community Safety Unit contact card</li> </ul>	
14	Funding	To seek external funding where possible for the actions identified in the Action Plan.	Review Funding opportunities for the Action Plan	All
15	Car Parking	Reviewing changing car parking needs during COVID 19	All car parks will remain free until at least the 23 <sup>rd</sup> of June, it is likely that we will bring some charges back after that point.	SDC
16	Cultural Quarter	Promotion of local culture and creative opportunities can increase participation in activity and build footfall, supporting the local economy.	Progress Sevenoaks Town Council’s Cultural Strategy proposals.	STC
17	Business Hub	Provide a facility to enable businesses to start up again or downsize	Proceed with planned Business Hub	STC TT

<p>18</p>	<p>Offers of support from local businesses</p>	<p>To encourage local businesses to be involved in the Recovery Plan and wider economic development.</p>	<p>SHC offering to assist with a leisure space in town centre for sports and other facilities</p> <p>To provide marketing and centralised assistance</p> <p>Assistance with graphic design and creative support</p> <p>PR, Marketing, Digital</p> <p>Informal partnering with other businesses</p> <p>Economic Analysis Marketing and other information</p> <p>Create a practical sporting centre at Knole Paddock</p> <p>Promotion and marketing. Click and collect retail. Appointment only for NHS Workers with discounts and incentives.</p> <p>Webinars on Marketing on Facebook and other platforms.</p> <p>Quotes and information on specialised COVID 19 cleaning.</p>	<p>TT &amp; Local Businesses</p>
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			<p>Circulate information to businesses and encourage involvement.</p> <p>Distribute flyers, put up posters. Spread the word.</p> <p>Promote within B&amp;Bs</p> <p>Not a business but will help galvanise energy for regeneration.</p> <p>Volunteer spare time</p> <p>Provide flexible leases to encourage new tenants</p>	
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## **Sevenoaks Town Team Meeting 7<sup>th</sup> October 2020**

### **Sevenoaks Christmas Promotional Video**

At the previous Town Team meeting it was recommended that a promotional video was made of the Sevenoaks Retail offer as part of the Sevenoaks Recovery Plan.

Given the time to produce such a video it was thought sensible to produce this as Sevenoaks Christmas Promotional Video.

The Chamber of Commerce have been asking retailer who are interested in being involved to contact them. To date the response has been low.



## CHRISTMAS TOWN TRAIL

### The Christmas Spirits Safari

**Nov 14th to Dec 31st** - 6 wks

A new story for a festive-themed Safari, still free-to-play, based around families interacting with 10 cheerful Studio-Ghibli inspired Christmas 'Spirits'.

Families will use the knowledge they gain from each character to solve a simple mystery (involving the disappearance of Father Christmas' brother!) and unlock the free Christmas eBook.



#### **BASIC PACK:**

- Press Release
- Social media imagery and examples
- Website copy
- Branded A3 printed poster
- Standard collection page header
- 10 x A4 QR enabled character window vinyl stickers

#### **Premium Pack:**

Premium pack has everything in the basic pack plus:

- Branded print ready A4 QR enabled posters
- Branded print ready A5 QR enabled flyers

Printed media:

- 25 x A3 Branded QR enabled posters
- 5 x A1 Branded QR enabled posters.

## Window Wanderland

An Opportunity to Light up the Community!

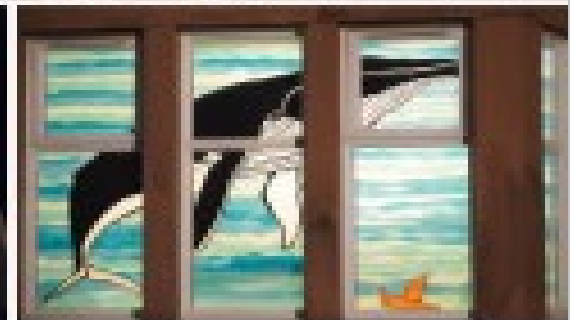
The ideal COVID-safe celebratory festival, with no risk of cancellation.

Businesses, shops and homes are transformed by lit window displays giving everyone the chance to use their creative skills to spread collective community cheer and a free outdoor art gallery around the whole town.

This concept is being used around the Country to promote businesses and get the public fully involved and immersed in the winter festivities. The opportunities could be endless for promoting businesses and generating Christmas trade.

The Town Council has registered Sevenoaks as a 'Winter Wanderland' with the national organisers. <https://www.windowwanderland.com/>

It is envisaged to coincide the start of Window Wanderland with the switching on of the Christmas lights, which sadly will be a low key turning of the lights in the town centre without any accompanying event or street festivities.



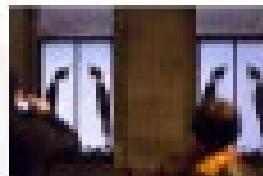
## TRANSFORM EVERYDAY STREETS INTO MAGICAL OUTDOOR GALLERIES

### COVID-SAFE

Wanderland displays are self-contained in people's homes so no fear of cancellation.

### WHO WE ARE?

Window Wanderland is an award-winning DC which provides toolkits for communities to create illuminated outdoor festivals.



### WHAT WE DO?

We help bring communities together and light up the streets. We've helped communities around the world put on Wanderlands.



### PRESS

We've been featured on The One Show, BBC News, The Guardian and Sunday Times.

### In 2018/19 there were

- + 85 Window Wanderlands
- + 8,000 makers
- + 82,521 participants

Find out more • [admin@windowwanderland.com](mailto:admin@windowwanderland.com) • [www.windowwanderland.com](http://www.windowwanderland.com)

