

Sevenoaks Town Team Executive Board Meeting

6:30pm: Wednesday 2nd August 2023

To be held at
The Council Chamber, Sevenoaks Town Council, Bradbourne Vale Road TN13 3QG

Executive Board

Representing	Number	Current Member	Current Organisation
Sevenoaks Town Council	4	Cllr Chloe Gustard Cllr Victoria Granville-Baxter Linda Larter MBE Mike Reid	CEO / Town Clerk Town Team Facilitator
Sevenoaks District Council	1	Cllr Graham Clack	
Kent County Council	1	Cllr Streatfeild MBE	
Transport	3	Cllr Tony Clayton Austin Blackburn Gemma Louro	Sevenoaks Rail Travellers Association Go Coach Southeastern
Leisure Facilities	3	Shane Smith Cllr Andrew Eyre Hannah Kay	Leisure Centre Stag Knole
Chamber of Commerce	1	Dawn Blee CEO	
Blighs Meadow	1	Stephen Butler	Workman plc
Sevenoaks Chronicle	1	None available	
Sevenoaks Society	1	Roger Walshe or Geraldine Tucker	
Large Business	2	Maxine Morgan (Vice-Chair) Elizabeth Dolding	Specsavers Warners Solicitors
Small Independent Business	2	Roberta Ware Glenn Ball	Francis Jones Jewellers Local Architect
Residents Associations	3	Elizabeth Purves Helen O'Sullivan Byron Brown Avril Hunter	Hollybush RA Eardley Road RA Bradbourne RA Redlands RA
Round Table	1	Vacant	
Police	1	Nick Hubbard	Kent Police
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AGENDA

1. Apologies for Absence

2. Minutes

To receive and approve the minutes of the Town Team Executive Board Meeting of 21st June 2023.

3. New Board Member request for representation

Cllr Marilyn Canet would like to propose that Sevenoaks District Seniors Action Forum (SDSAF) is invited to become a **voting** member of the Town Team Board on the premise that someone able to speak on behalf of the 1200 members, some 250 of whom live in Sevenoaks, would make a useful contribution to the discussions and actions on behalf of the town. This motion would require Town Team to change its Terms of Reference which are attached.

4. 20 MPH Speed Limit

An update from Cllr Streatfeild

5. Sevenoaks Business Show

After the show exhibitors were asked to complete a survey seeking their views on various aspects. 50% of the exhibitors responded and a summary of their responses is attached. The detailed response sheets run to several pages and can be provided if requested. However, the main findings are:

- As a building, the Centre is ideal.
- The Centre's location is good for parking reasons, but poor for attracting the public. There are calls for moving to the Stag, which was used prior to the Centre being re-developed.
- The catering is highly regarded.
- Lack of visiting public
- The level of promotion was inadequate.

6. Wayfinding project

This project has moved to the design stage. We are waiting for final design ideas and, following the recent local election results, agreement of the memberships of the working party. Tenders and final contributions will then be sought and a timetable for implementation agreed.

7. Sevenoaks Business Awards

This black tie event will take place on Friday 20th October at the Bat & Ball Centre. Manaks Solicitors have kindly offered to be main sponsor once again, and work is in hand to secure other support.

Intended key dates:

14 th August	Launch of event and invitation to the public to nominate businesses
11 th September	Nominations close
18 th September	Public voting opens
6 th October	Public voting closes
Judging	Date to be arranged around 9-11 th October
20 th October	Awards Evening



The speaker is Michael Gietzen, CEO of Identity www.identityglobal.com which brought us the London New Year Fireworks, much of the Coronation and a whole host of other major national and international events.

8. Shop, café, restaurant, and pub occupancy survey

Making use of the lists of occupiers, work has been undertaken to source the email addresses of the occupiers. It was found that about 30% of businesses do not publish their email address being a mix of national retailers and some independent businesses.

The lists have been created on a street name basis and have greatly expanded the data held previously.

9. South and South East in Bloom



Judging took place on June 30th with the outcome expected in September.

10. Meeting with Sevenoaks District Council

A meeting to introduce the new SDC Town Centre Project Officer (covering all SDC towns) was held on 18th July to discuss wide ranging matters which involve both Councils. The main subjects covered were:

A request from Linda for an update and clarity on the adopted SDC Town Centre Strategy for Sevenoaks and SDC thinking on how to progress the major schemes.

STC has been allocated £15,000 from the Levelling Up fund for capital expenditure over the period 2022 – 2025. £3,735 of this has been agreed for painting the blue lamp posts and Belisha beacons in St Johns Hill at Dartford Road. Depending on quotations most of the balance will be spent on installing a tree lighting scheme at The Vine. Work is to progress on a co-operative scheme to market the businesses hubs in Sevenoaks and Swanley.

There is also some revenue money available for events and this will be considered on a case by case basis.

Annette Theobald, the STC Town Centre Project Officer will be working jointly with Town Team as and when relevant projects arise.

11. Autumn Vegan Market

This takes place on Saturday 23rd September on the Vine.

12. Christmas Lights Switch On – Friday 24th November 2023

Purelake, the developers of the former Tesco site have moved their plans forward and subject to gaining planning consent for some minor amendments to the scheme, will be moving the build phase of the development from the New Year to this Autumn which means that the site will not be able to accommodate the stage this year.

13. Town Team website

It is recognised that the present site is aged, cumbersome and rarely visited by the public. Investigations into a more dynamic destination marketing site have revealed that there are two major software providers, and each has been considered.

The main features that are fundamental to any town's marketing are an "Events" and "Business Directory" pages, plus the ability to search statistics on user numbers and sources etc.

The companies identified are www.destinationcore.com and www.simpleviewinc.com and Board members are requested to take a look at their sites prior to the meeting.

The costs of a new site are dependent on which modules are incorporated. Example sites are:

Destination Core

- Orpington 1st - <https://www.orpington1st.co.uk/>
- Trafford Palazzo - <https://traffordpalazzo.co.uk/>
- Taste Lincolnshire - <https://tastelincolnshire.co.uk/>

Simpleview sites are generally more tourism orientated but Stoke fits well with Town Team's requirements.

- Stoke - www.stokeontrentcitycentre.co.uk
- English Riviera - [English Riviera Tourism BID](#)
- Cambridge - [Meet Cambridge](#)

For commercial confidentiality prices are not shown against these products. Depending on what packages are bought then the cost is likely to fall within the region of £15,000 with annual costs for maintenance and support in the region of £5000. Some of the maintenance cost could be recovered through the sale of advertising.

The Board is asked to consider whether a new website is needed, and if so to consider the level of investment that should be put to it. Funding and maintenance would need to be agreed and sourced through STC and potentially other external funders.

14. Martyn's Law

An information sheet is attached.

15. Reports from Town Team Members

16. Date of Next Meeting – Wednesday 11th October 2023