

# *Faversham Enterprise Partnership*

## Meeting of the Directors

Monday 1<sup>st</sup> November 2010, 7pm

The Mayor's Parlour, Alexander Centre

**Present:** Mark Baldock, Cindy Davis, Robin Duncan (Chairman), Mick Gates, Derrick Swain, Anita Walker, John Wright. **In attendance:** Laurence Young.

**Apologies:** Kate Dickinson, Bryan Mulhern, Ted Wilcox.

AW was thanked for making the Mayor's Parlour available.

### **MINUTES**

The minutes of the meeting of 19<sup>th</sup> July 2010 were agreed.

### **MATTERS ARISING**

All matters arising were covered elsewhere in the agenda.

### **PARTNERSHIP RELATIONSHIP WITH FAVERSHAM TOWN COUNCIL**

The directors discussed the paper they had requested on future organisational and working relationships between the Partnership and the town council; requested in the light of the two entities' closer match of aspirations and activities.

It was noted the Partnership's not-for-profit company status gave it a flexibility and fleetness of operation and response it might not be possible to have in the public sector, that there were advantages in the two organisations maintaining separate identities and that it also gave possible external funding advantages. It was also noted the Partnership had been to a large degree a town council initiative, that other town councils appeared to be able to directly undertake tasks of the Partnership's and that working together might enable some cost savings to be made.

It was agreed on balance it was correct for the Partnership to maintain its organisational position outside of the public sector. It was also agreed it would be appropriate to seek to have greater local business representation on the board. It was further agreed the Partnership's organisational position should be again reviewed at a later date.

**Action: RD, LY**

### **FINANCE AND ADMINISTRATION**

#### **Annual accounts 2009/10**

The draft annual accounts for the 2009/10 financial year were presented and discussed. It was noted the company's accounts and accounting procedures were becoming increasingly complex as its operations expanded across a number of activities and projects. The accounts were agreed in principle subject to detailed discussion of the structure and presentation of the accounts being had with the company's accountant and book-keeper. (*See minutes of meeting of 10<sup>th</sup> November 2010*).

**Action: RD, LY**

### **SBC Service Level Agreement**

It was noted the £4,000 grant payment in respect of the 2009/10 service level agreement had been paid by SBC in September 2010. It was estimated that servicing the SLA had cost the company c.£1,500 in staff time. It was further noted SBC had budgetted £2,000 for a grant to the Partnership in respect of a renewed SLA for 2010/11

The situation was discussed by the directors, who recognised that with SBC's increasing budgetary constraints and with even more rigorous conditions on all community grants now being imposed, it was possible the costs to the company of obtaining future funding from SBC through the SLA route might be even greater than in 2009/10.

It was agreed that in the light of these changing circumstances the Partnership would not seek to take up the 2010/11 SLA with SBC. However, it was agreed that when communicating that position to SBC, the Partnership's appreciation of SBC's financial support and its appreciation of the continuing constructive relationship between the parties at the working level should be emphasised. It was further agreed to offer to SBC continued representation on the Partnership board, with the council's portfolio holder for economic development being deemed to its ex-officio representative.

**Action: RD, LY**

### **FTC Service Level Agreement**

It was noted the current SLA between the town council and the Partnership was scheduled to expire at the end of the 2010/11 financial year. Initial discussions had taken place with the Town Clerk who had suggested it would be appropriate to seek to extend the current arrangements, rather than start again from scratch.

It was agreed the Partnership should seek to extend its SLA with the town council for two years (2011/12 and 2012/13). A report on Partnership achievements, particularly in relationship to those progressing town council aims, should be prepared as part of the SLA submission, together with an expression of the Partnership's appreciation of the continued support of the council.

### **“faversham.org Limited”**

The requested discussion paper was presented on the future structure within which the operations of the faversham.org website could be housed.

The directors discussed the potential benefits and potential disadvantages of the website operating either as a distinct entity from the Partnership or at arms length from it, eg, as a subsidiary company.

It was agreed there were attractions to the site operating more independently, but a more detailed breakdown of costs and income was needed to allow for construction of a robust future financial structure. This needed to be done before a firm decision could be taken. It was agreed TW should be asked to lead the gathering together of such financial information.

**Action: TW, LY**

## **2009/10 ACTION PLAN**

The Partnership manager informed directors that the current period was proving to be extremely busy, as had been forecast, with staff working flexibly in order to meet demanding targets. The following points were noted and discussed:

### **Drill Hall/Assembly Rooms**

A Faversham Buildings Preservation Trust had been formed as a charity and not-for-profit company to purchase the hall, cottage and yard from the MoD. Funding for the purchase had been obtained in the form of a loan from the Architectural Heritage Fund, SBC acting as loan guarantor. Purchase was planned to take place by March 2011.

### **Public Realm**

Plans for upgraded Market Place lighting were in hand, as were those for a new suite of pedestrian direction signs in the town centre.

### **Faversham Revival**

Training courses for local traders had started and had been well received. Work with the Faversham Rewards scheme was continuing to deliver positive additionality via the newly formed Faversham shopkeepers' action group. The work overall continued to demonstrate the value of a dedicated FEP business coordination resource.

### **Faversham Area Food Trails**

The walking trails had been researched and decided upon. Physical upgrade works on the routes were nearing completion. Copywriting and design for the e-leaflets for the routes had been completed and the completed leaflets were being loaded to faversham.org.

The project marketing strategy had been completed and a director suggested the near-continent market should be addressed when marketing the walking product.

### **Tourism Development**

An updated strategy for Faversham area tourism development had been completed and was to be presented at a conference to be held at Creek Creative on 2<sup>nd</sup> December; directors would be invited to the event.

### **Classic Car Show**

Faversham Area Tourism Association having taken ownership of the show from the previous organising committee, plans for 2011 and onward envisaged an expanded event. The Partnership continued its organisational work. Stephanie Wolfe had decided to stand down and Ima Rix had succeeded her. SW was thanked for her contribution to the show.

### **Boughton Recreation Ground**

It was noted the first phase of work to refurbish the village Rec had been completed and the working group intended to start work on further phases in the New Year.

### **Graveney Boat**

It was noted substantial progress was being made with finding a town location in which the Anglo-Saxon boat could be housed as a major local cultural and tourism attraction.

**DATE OF NEXT MEETING**

It was agreed 2011 meetings should be held three-monthly, soon after the end of the quarterly accounting periods. Dates to be advised after consultation with the Town Clerk.

**Action: RD, LY**

There being no further business the chairman closed the meeting at 8.55pm

*Dates of 2011 meeting:*

Monday 24th January

Monday 18th April

Monday 25th July

Monday 24th October

All meetings start at 7pm and will be held in the Mayor's Parlour, by kind permission of the Mayor of Faversham