

# *Faversham Enterprise Partnership*

## Meeting of the Directors Monday 25<sup>th</sup> July 2011, 7pm The Mayor's Parlour, Alexander Centre

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

**Apologies:** Shiel Campbell, Kate Dickinson.

Directors expressed their gratitude to AW for making the Mayor's Parlour available.

### **MINUTES**

The minutes of the meeting of 23<sup>rd</sup> May 2011 were agreed.

### **MATTERS ARISING**

#### **SBC Service Level Agreement**

The directors' position of inviting SBC to nominate its portfolio holder for economic regeneration as an FEP director had been clarified with the council.

#### **FATA Representation**

It was noted the newly nominated FATA representative Sally Roger of Brogdale had been obliged to travel to Australia for family reasons and would not now be able to take up the appointment. News of a replacement FATA representative was awaited.

**Action: KD**

#### **Annual accounts**

Base data for preparation of the 2010/11 annual accounts for submission to Companies House had been passed to the company accountant.

**Action: Samantha Nye, LY**

#### **faversham.org Limited**

The directors' decision not to alter the FEP company structure in order to separate the website from other company operations had been communicated to Lucy Guthrie who was content with the position. The situation would be kept under review in order to assess whether benefits could be achieved from changing in the future.

**Action: LG, LY**

#### **Project Lifetime Template**

The agreed template for FEP project work was now being used to inform the directors' quarterly action plan report and had been passed to FEP staff for their use. The directors agreed it would be helpful to have an equivalent template for administration tasks.

**Action: LY**

### **Faversham Revival**

It was suggested Ima Rix attend the October directors meetings to give an “end-of-term” report on the recently completed project.

**Action: IR, LY**

### **faversham.org upgrade**

It was suggested LG attend the January directors meeting to give an update on the technical and presentational upgrade of the site.

**Action: LG, LY**

### **Faversham: Market Town of Kings Logo**

Faversham Town Council’s Town marketing Group was scheduled to discuss on 27<sup>th</sup> July the directors’ views on updating the town’s Market Town of Kings logo.

**Action: MG, LY**

### **Creekside Rejuvenation**

A letter was to be sent to the Faversham Creek Consortium informing it of the Partnership’s withdrawal from its steering committee. It was noted a creekside streetscape review had been discussed, seeking to extend town centre public realm principles to the creekside area and the Partnership was involved with that exercise.

**Action: RD, LY**

## **FINANCE AND ADMINISTRATION**

### **Management accounts**

Management accounts for the 1<sup>st</sup> quarter 2011/12 were presented, discussed and approved. The accounts were set out in the format agreed at the May 2011 meeting.

### **Payment Procedures**

It was agreed to review the monthly staff/directors payment procedures and validations.

**Action: RD, SN, LY**

### **Vision Document**

It was agreed a vision document projecting the company’s activities and funding base over the next three years should be put together.

**Action: RD, LY**

### **Emergency and Termination Fund**

In discussing the three-year horizon for the Partnership it was agreed it would be prudent for calculations to be made of any liabilities the company would incur if it was wound up.

It was agreed such calculations should be made and arrangements made as far as possible to establish an Emergency and Termination Fund within the company’s reserves in order to provide for such circumstances.

**Action: RD, LY**

## **2011/12 ACTION PLAN**

### **Assembly Rooms (Drill Hall)**

The wind down of the Partnership's involvement with the Assembly Rooms project (the new building now being owned by the Faversham Buildings Preservation Trust) had been discussed with Bill Croydon, the trust chairman. It was agreed a letter formally setting out the Partnership's relinquishment of roles within the project should now be sent.

It was agreed that if the trust wished to use Partnership services in the future those services would be offered under new and separate project/administration arrangements.

**Action: RD, LY**

### **Public Realm**

New pedestrian direction signage had been recently installed around the town centre. A further batch of Victorian-style heritage street name-plates had been ordered and would be installed in the autumn. The public realm group had a full schedule of work planned, including new lighting in Market Place and refurbishment of paving in Court Street; funding was available to support those works.

**Action: LY**

Plans for revised town centre traffic flows had been consulted upon and put to the Swale Joint Transportation Board. The JTB had decided not to go ahead with the scheme. The directors discussed greater town centre pedestrianisation and it was agreed the issue should be pursued. It was noted FTC had agreed to push for greater pedestrianisation.

**Action: LY**

### **Localism**

It was noted the town council was discussing the impact of the new localism framework now being put into legislation by central government. It was considered the new legislation governing the operations of parish/town councils should be of major and positive importance to the town, giving FTC and local organisations opportunities to become more directly involved with and more central to local service provision.

### **Faversham Area Food Trails**

The food trails project was drawing to a close and initial indications were that it had been very successful, the main economic targets of the project having been exceeded. It was agreed a post-project report should be provided to the directors after scheduled independent post-project evaluations had taken place.

It was noted that LEADER were interested in discussing sponsorship of a further, follow-up project to promote the economic well-being of the rural parts of the local area. A provisional schedule of conducting a feasibility study in the second half of 2011/12 with a resultant project taking place in 2012/13 had been discussed with LEADER reps.

It was also noted the government had launched a £23 million coastal communities regeneration fund. It was understood Faversham could qualify for funding from that.

**Action: JW, LY**

### **Sainsbury's and Other Town Supermarkets**

Sainsbury's had agreed to host a leaflet spinner and a town business map in the Faversham store. The leaflet spinner was already proving very busy. It was agreed regular communication with major retailers in the local area, including Morrisons, Sainsbury's and Tesco, should be maintained.

**Action: IR, LY**

### **Faversham Traders Group**

DF gave a résumé of the progress the group had made since its inception some 18 months ago and a round-up of the current activities of the group, focussing on a series of events being planned for the pre-Christmas period.

**Action: DF, IR**

Formation of a specialist local food street market was discussed. It was noted there were numerous obstacles to the formation of such a market, but the directors agreed the concept of such a regular, year-round town centre market should be pursued.

**Action: DF, IR, LY**

### **Rural Bus Services**

It was understood local bus services were due to be re-organised as part of a county-wide review by KCC. It was understood that resultant service reductions would probably fall disproportionately heavily on highly subsidised and lightly used rural services. The possible damaging effect this could have on Faversham town centre was discussed and it was agreed to monitor the situation.

**Action: JW, LY**

### **Tourism Development**

It was noted that staff were putting together proposals for FATA for implementation of tourism development proposals agreed from the 2011 Faversham Area Tourism Development Framework.

**Action: IR, LY**

### **Classic Car Show**

A briefing paper had been prepared for the directors which noted the 2011 show had been widely acclaimed as a great success and its new two-day transport festival format widely welcomed. The paper also noted the Partnership made a substantial paper loss when administering the event. The directors extensively discussed issues associated with the event. FEP staff were commended for their strenuous, beyond-the-call-of-duty efforts made to ensure the festival ran smoothly. However, it was agreed the current operating methods and funding of the event were unsustainable and needed radical attention.

The directors agreed that, while the Partnership wished to continue to support the festival and provide services to it, this was only possible if the show's organising committee achieved a substantial improvement to its logistical and financial position. It was agreed to review the position in January 2012 when the partnership's possible withdrawal from the show would be discussed again.

**Action: IR, LY**

**ANY OTHER BUSINESS**

There being no further business the chairman closed the meeting at 8.41pm

**DATE OF REMAINING 2011 MEETING**

*The date of the next  
2011 meeting is:*

Monday 31<sup>st</sup> October

Meetings start at 7pm and are  
held in the Mayor's Parlour,  
by kind permission of  
the Mayor of Faversham