

**MINUTES OF A MEETING OF THE ECONOMIC & COMMUNITY
DEVELOPMENT COMMITTEE HELD ON TUESDAY 21ST JUNE 2016**

PRESENT: Cllr. Holmes (in the Chair), Cllrs. Clifford and Warne

Declaration of Interests, Dispensations, Predetermination or Lobbying: `

Members are required to declare any interests, dispensations, predetermination or lobbying on items on this agenda. Members are reminded that changes to the Register of Interests should be notified to the Clerk.

01/16: The Chairman nominated Cllr. Warne as Vice Chair of this Committee. This was seconded by Cllr. Clifford and agreed. Cllr. Warne was happy to accept.

02/16: Review of unfinished projects 2015/2016:

a) Welcome Packs:

After a full discussion all Members agreed that they wanted to go ahead with the Welcome Pack project. The original welcome card was tabled and Members all agreed that whilst this was a good prototype, the next edition needed to be more friendly and informative. Cllr. Fairweather had already taken some photographs and Cllr. Clifford stated that he had rewritten the text. The Clerk offered to contact Cllr. Fairweather to obtain any information he had already collated. Members thanked Cllr. Goodchild who produced the original version which had been sponsored by the Vine Church. Cllr. Clifford offered to speak to Cllr. Goodchild regarding the upgrade of the Welcome Card. A brief discussion took place on the possibility of sponsorship.

b) Heritage Trail Leaflets & Visit Cranbrook & Beyond:

The Chairman tabled both the Visit Cranbrook and the Visit Cranbrook & Beyond. The Clerk informed Members that the Visit Cranbrook is very popular and tourists are interested in following the heritage trail map and visiting the buildings which have the heritage plaques. Members all agreed that the shopping information is very out of date and needed a complete rewrite. In the absence of Cllr. Rook, it was difficult to ascertain how much progress had been made on an update. Cllr. Holmes suggested that some of the street names could be included with their history i.e. Carriers Road and Jockey Lane. He felt sure that the Museum would be pleased to help with this. Cllr. Clifford suggested that more general information on the shopping experience could be included. He also suggested a complete re-design could be considered if there are funds in the budget. He was happy to act as editor in chief. A discussion took place on the likely holder of the existing artwork and every effort would be made to see if this could be accessed as Cllr. Rook had already confirmed that amendments are very limited on a PDF document. It was agreed by all Members to proceed with a new Heritage Trail Leaflet.

Cllr. Warne stated that she liked the map on the Visit Cranbrook & Beyond. Members again noted that some of the content was out of date. Cllr. Warne offered to check which items were out of date. Cllr. Clifford suggested that the text relating to each area could be sent to the relevant parish council for checking and updating. Members agreed to proceed with a new Visit Cranbrook & Beyond.

Cllr. Holmes tabled a new leaflet which had been produced by the Cranbrook Tourism Group called Discover Cranbrook.

c) Business Feedback Reports:

The Chairman reminded Members that the task was to talk to three businesses and get feedback which would be reported back to the Committee. He asked whether current Members still felt this was a worthwhile project. Cllr. Clifford stated that he felt that this was a good exercise and showed that the Parish Council was interested in helping businesses in the Parish. A full discussion took place and one of the queries raised was what were the questions to be asked as if Members were not being consistent it would be difficult to collate the feedback. The Chairman read out the questions that he had used for feedback on perceptions as to how to move forward and make the Town more vibrant and prosperous. These were:-

- What are the issues currently preventing the increase in the numbers of people shopping and visiting the Town?
- What suggestions do you have to address these issues?
- How can the Parish Council help businesses in the Town achieve more?

He asked if there were any other questions which could be raised and it was agreed that a further two be added:

- What activities do you believe would encourage a greater footfall in Cranbrook?
- What activities have you taken to promote yourself, either successful or unsuccessful?

It was agreed that these five questions be the basis for gathering the feedback. The Clerk suggested that all Members needed to know which businesses had already been contacted, to avoid duplication. All Members agreed to continue with this project.

03/16: Cranbrook & Sissinghurst Promotion Group:

Cllrs. Clifford and Warne had both attended the last meeting but not as Parish Council delegates. Cllr. Holmes stated that he had been unable to attend but had contacted the group to ask whether they wished the Parish Council to have a delegate to attend the meetings. He was awaiting a response. Cllr. Warne volunteered to be the delegate with Cllr. Clifford volunteering to be a reserve. Cllrs. Clifford and Warne gave feedback from the last meeting and reported that the emphasis appears now to be on promotion, festivals and events. Festivals and events bring people into the area and therefore increases the footfall. The Literature Festival is being held in the Autumn and there is also a music festival being planned for next year. The Chairman of the Promotion Group is Brian Scott. A general discussion took place on all the different groups and what the perceived responsibilities were. These included the Cranbrook Business Association which has very successful sub groups which arrange the coach trips for residents and also the Cranbrook in Bloom team, the Cranbrook Tourism Group and many more which are probably not so well known. Cllr. Warne stated that there were groups who network electronically and it is possible to use these groups to get information circulated. Cllr. Clifford agreed that networking is the way forward.

04/16: Items for Information:

Cllr. Holmes tabled the Tunbridge Wells Borough Council magazine "Local" which contained articles on the Union Mill, Cranbrook in Bloom and the Cranbrook Literature Festival.