

ECONOMIC AND COMMUNITY DEVELOPMENT ADVISORY COMMITTEE  
24 October 2013 at 7.00 pm

At the above stated meeting the attached presentations were given for the following items:

- |     |  |   |
|-----|--|---|
| 7.  | 'Visit Kent'   | (Pages 1 - 22)<br><i>Hayley Brooks</i>  |
|     | Presentation on services provided, by Jill Dain and Ruth Wood of 'Visit Kent'. |   |
| 10. | Sevenoaks District Health Inequalities Action Plan                             | (Pages 23 - 36)<br><i>Lesley Bowles</i> |

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# **GROWING TOURISM IN THE GARDEN OF ENGLAND**

## **A PARTNERSHIP WITH SEVENOAKS DISTRICT COUNCIL AND VISIT KENT**

# WHO IS VISIT KENT?



## Our Organisation:

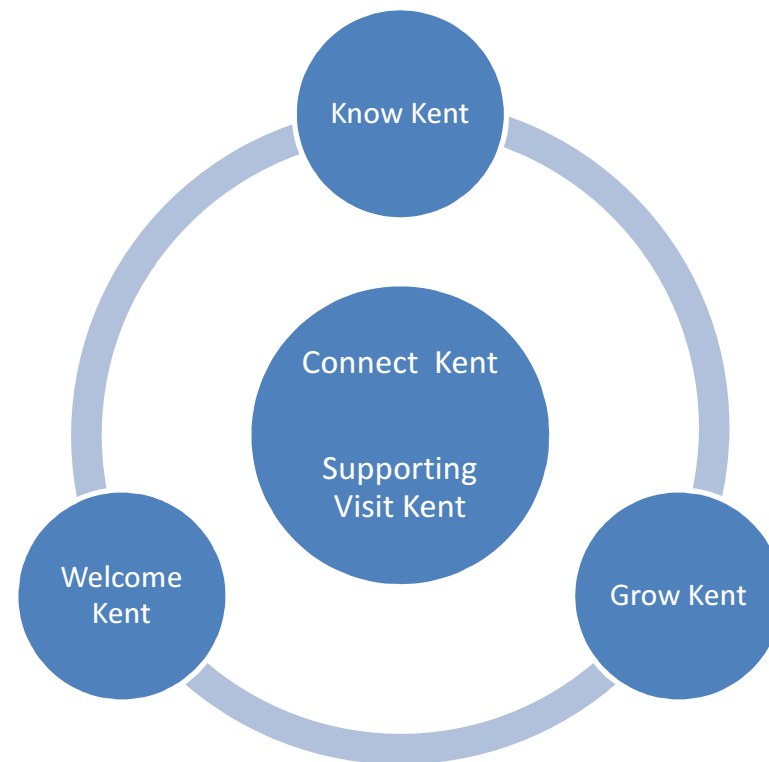
- A not for profit company
- Supported by County Council, Districts, Private Sector and European funding

## Our Objectives

To grow the visitor economy by:

- Increasing the visitors, encouraging them to stay longer, spend more and recommend Kent to others
- Supporting businesses to start up, expand, diversify and invest

## Our Activity



## WHY IS THE VISITOR ECONOMY IMPORTANT?

- Tourism, Leisure and Hospitality is the 4<sup>th</sup> biggest economy in the UK
- The greatest job growth in the UK over the last 2 years has been in tourism
- The forecast is that the domestic tourism is set to grow 5% each year and international tourism by 3% each year to 2020.

<b>Sevenoaks</b>	
Total number of visitors	4,046,000
Total economic impact (including retail and induced and indirect effects)	£ 232,377,000
Total number of actual jobs	4,199

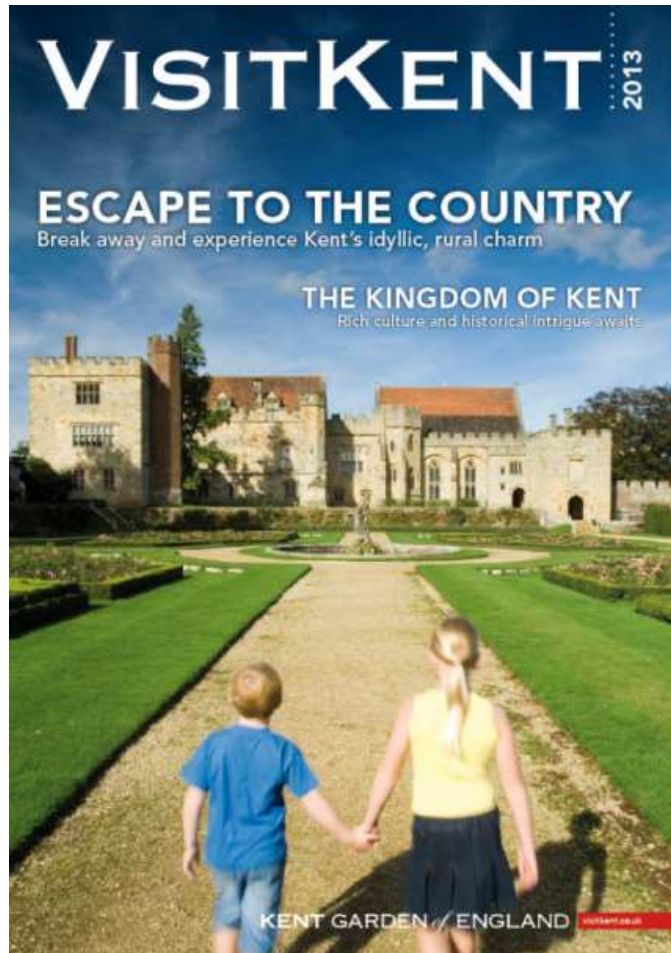


## WORKING IN PARTNERSHIP TO DELIVER RESULTS

For Sevenoaks Visit Kent has delivered from April 2013:

- 7,000 website hits
- 860 visitors by train on the 2for1 campaign this Summer
- 34 journalist trips
- £18,195 worth of domestic press coverage and 47,764 Euros worth of international press coverage
- 5 face to face business support visits

# VISIT KENT MAGAZINE



- Annual glossy destination magazine showcasing the best of the county using stunning images and inspirational content.
- 50,000 Copies and 3 seasonal e-versions which are circulated to a database of over 500,000
- Dedicated content for Sevenoaks and its tourism providers

# WWW.VISITKENT.CO.UK



## Sevenoaks

DISTRICT COUNCIL

### KENT GARDEN of ENGLAND

[My Shortlists](#) | [Login/Register](#) | [English](#) | [▼](#)

[THINGS TO DO](#) | [PLAN YOUR VISIT](#) | [DESTINATIONS](#) | [WHAT'S ON](#) |



You are here: [Home](#) > [Destinations](#) > [Sevenoaks](#)

## SEVENOAKS

Gorgeous stately homes, irresistible gardens, Roman remains and a picturesque landscape, including the rippling hills of the High Weald and the rolling North Downs, make this a swathe of Kent you can't afford to miss.

Sevenoaks wears its long history well, with its traditional Kentish architecture in its attractive

*recommended by visit Kent*



*Customise your visit*



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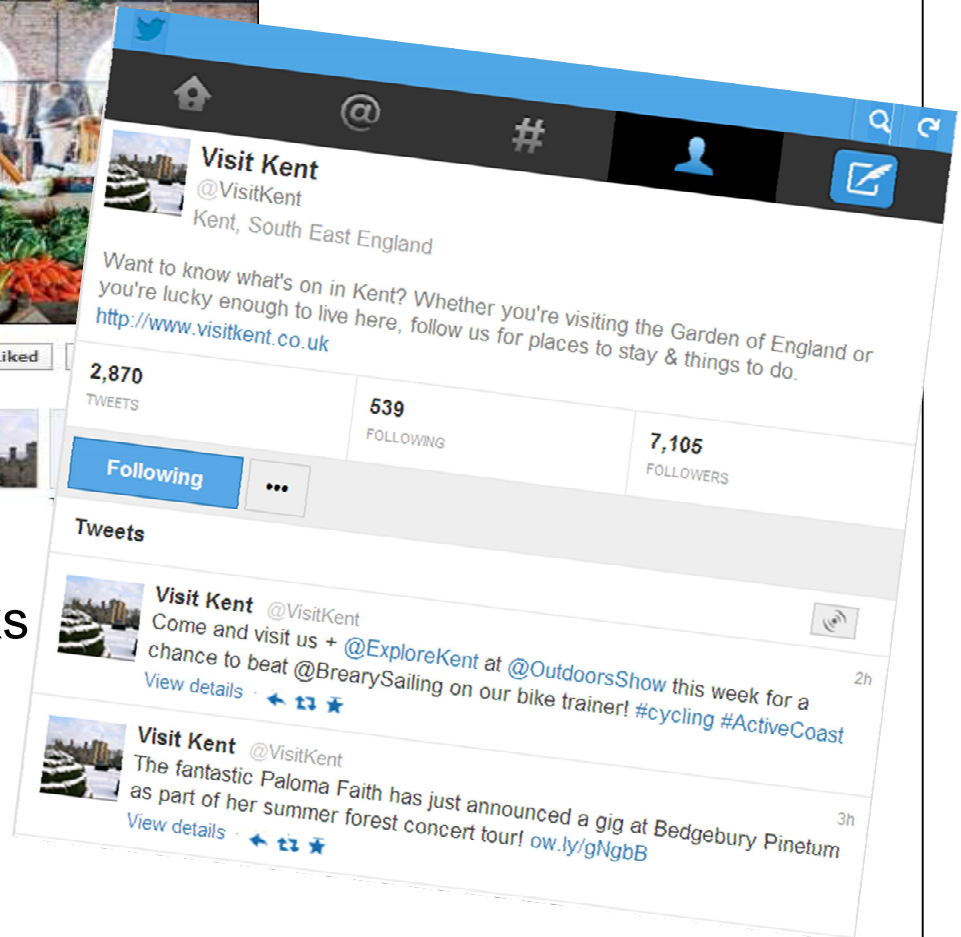
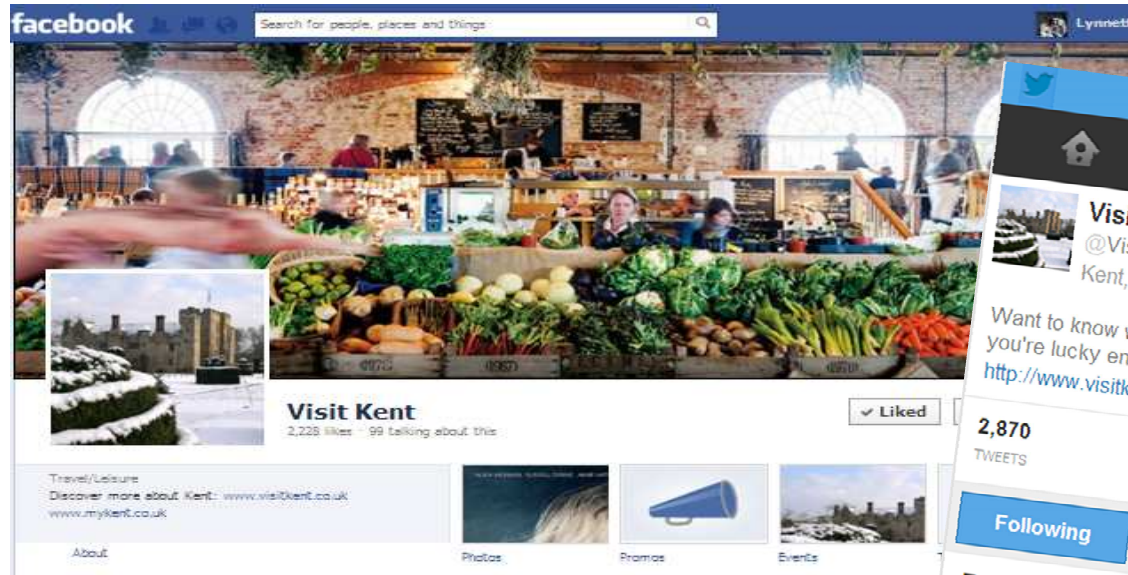
KENT GARDEN of ENGLAND visitkent.co.uk





# DIGITAL MARKETING

## NEWSLETTERS AND SOCIAL MEDIA



### Spreading the word about Sevenoaks

- Over 11,000 Twitter Followers
- Over 2,200 Facebook Fans
- Plus Vine and Pinterest
- Consumer database of over 70,000









# KENT CONTEMPORARY

## DOMESTIC CAMPAIGN



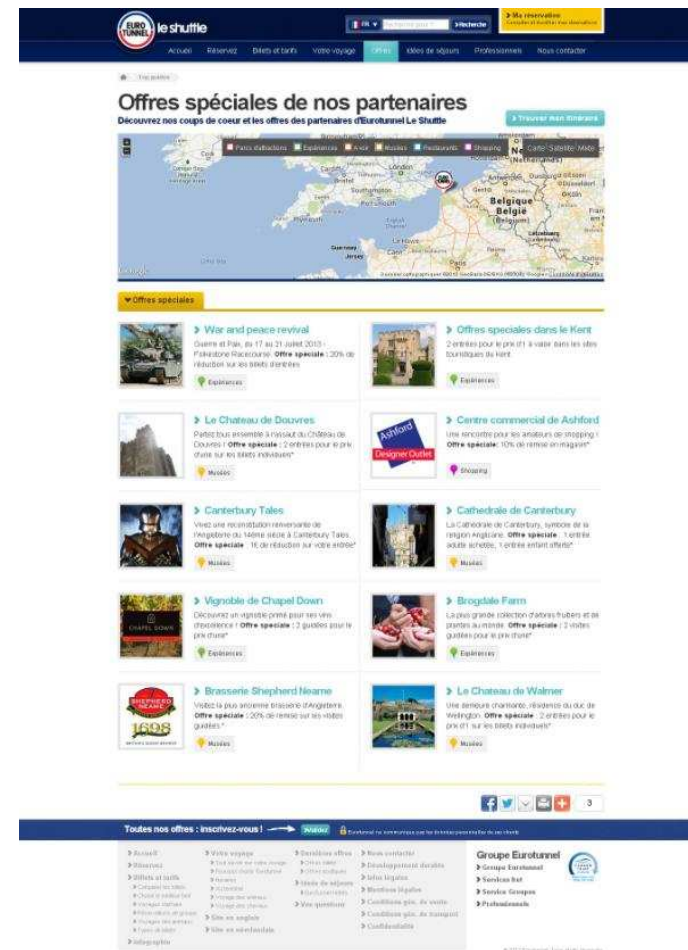
- Annual London outdoor advertising campaign
- Hever Castle one of the campaign's hero images
- Generated 350,000 additional visitors



# KENT CONTEMPORARY GOES GLOBAL

## INTERNATIONAL CAMPAIGN

- Partnership campaigns with P&O, DFDS, Eurotunnel, KLM
- Information about Sevenoaks promoted at overseas exhibitions, in overseas newsletters and Visit Kent international websites.



# TACTICAL CAMPAIGN

HOME

2FOR1 KENT OFFERS

HOW TO REDEEM

PLAN YOUR JOURNEY

BOOK TRAVEL TICKETS

## 2FOR1 OFFERS IN YOUR GARDEN

WHEN YOU TRAVEL ACROSS THE CHANNEL WITH SELECTED PARTNERS

English Français

Follow Like Share 1

southeastern

Stagecoach in East Kent

ARRIVA

P&O Ferries

DFDS SEAWAYS

le shuttle

MYFERRYLINK

VISIT KENT

### NATIONAL TRUST -KNOLE

VALID FOR  
TRAVEL ON

BUS TRAIN  
CROSS CHANNEL

### 2 FOR 1 to the National Trust at Knole

Knole wears the marks of its long history with quiet dignity, dominating its medieval deer park, the house contains a world-class collection of furniture and textiles from royal palaces, worn by light, time, damp and pests but still glinting in a series of state rooms evoking extraordinary wealth and grandeur.

FOR MORE INFORMATION VISIT:

[www.nationaltrust.org.uk/knole](http://www.nationaltrust.org.uk/knole)

#### TERMS AND CONDITIONS

Only two persons allowed per voucher. You must produce two valid National Rail train tickets, Stagecoach tickets or Arriva tickets as evidence of travelling by train or bus to Kent; or a valid lane hanger/proof of travel if travelling to Kent by Eurotunnel, DFDS Seaways or P&O Ferries. Proof of travel must be presented in partnership with a valid, original voucher downloaded from this website. For e-tickets please present your phone message and supporting printed ticket. Offers valid until 31st December 2013 unless stated otherwise. Amended or defaced vouchers will not be accepted. Acceptance of this voucher is strictly subject to the establishment's own terms and conditions and deemed second admission. Prices are subject to change without notice.



ADDRESS	Sevenoaks, Kent TN15 0RP
VALIDITY/EXCLUSIONS	Not valid on Bank Holidays.
OFFER EXPIRES	31 Dec 2013

DOWNLOAD  
YOUR VOUCHER FOR  
THIS OFFER

SHARE  
THIS OFFER WITH  
A FRIEND



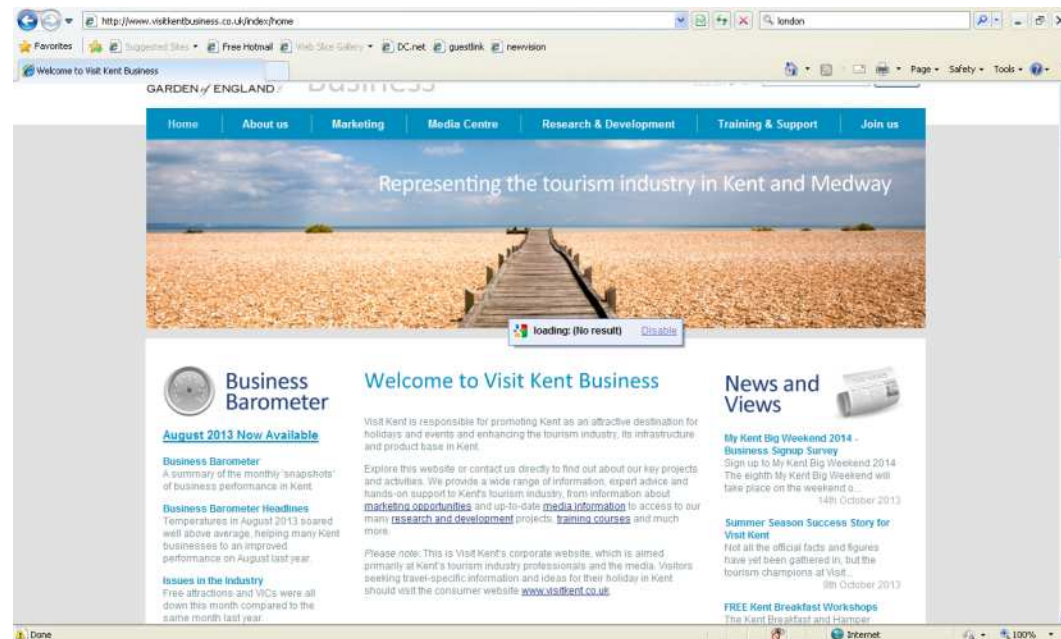
# BIG WEEKEND





# TOURISM BUSINESS ADVICE SERVICE

- Online Toolkit
- Business Support
- Market Intelligence
- Training/Workshops
- Product Development
- Networking
- Mentoring



# BUSINESS SUPPORT

- One to one business advice face to face, via the telephone or workshops
- From start ups to mature and growing businesses whether accommodation, attractions, or catering.
- Guidance on visitor needs, legal requirements, operational issues, and marketing
- Sign posting to other support



"When we decided to use our spare rooms for B&B we had lots of ideas and Visit Kent helped us build on these to take us to a high, professional standard.

"Peter Birnie, the accommodation and quality expert at Visit Kent Tourism Business Advisory Service, talked us through so many aspects of the business from upgrading the bathrooms through to the range of teas and even glasses of sherry guests would like to enjoy.

"By talking to Peter and following his suggestions we are able to give our guests an experience that matches the beauty of our historic farmhouse in its stunning setting."

Mandy Webb,  
Eggpie B&B

# MARKET INTELLIGENCE

- Key facts and figures to support business planning, identify trends and opportunities
- Business Barometer – measuring and benchmarking performance
- Visitor Survey – helping to understand who our visitors are and what they want.



# TRAINING AND WORKSHOPS



- Qualified providers of customer care courses
- New programme of free workshops for Autumn 2013 based on industry needs from social media to flower arranging
- Launch Chiddingstone Castle with a social media workshop in November

# PRODUCT DEVELOPMENT



Looking at how to reach new or niche markets from golf to churches.

## Case Study : Kent Breakfast

- Encouraging use of local produced to give businesses and the county a competitive edge and keeping spend in the local economy
- Launch and workshop at Penshurst Place.

**KENT**  
**BREKFAST**  
FROM THE GARDEN OF ENGLAND





# NETWORKING



Support for tourism networks

- Edenbridge Tourism Forum
- Sevenoaks B&Bs and development of association

Visit Kent networking opportunities

- Tourism Conference
- 20/20 event
- Garden Party

Sevenoaks District Networking

- Event on 11<sup>th</sup> November at Brands Hatch Thistle



# **GROWING TOURISM IN THE GARDEN OF ENGLAND**

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VISIT KENT**

**ANY QUESTIONS?**

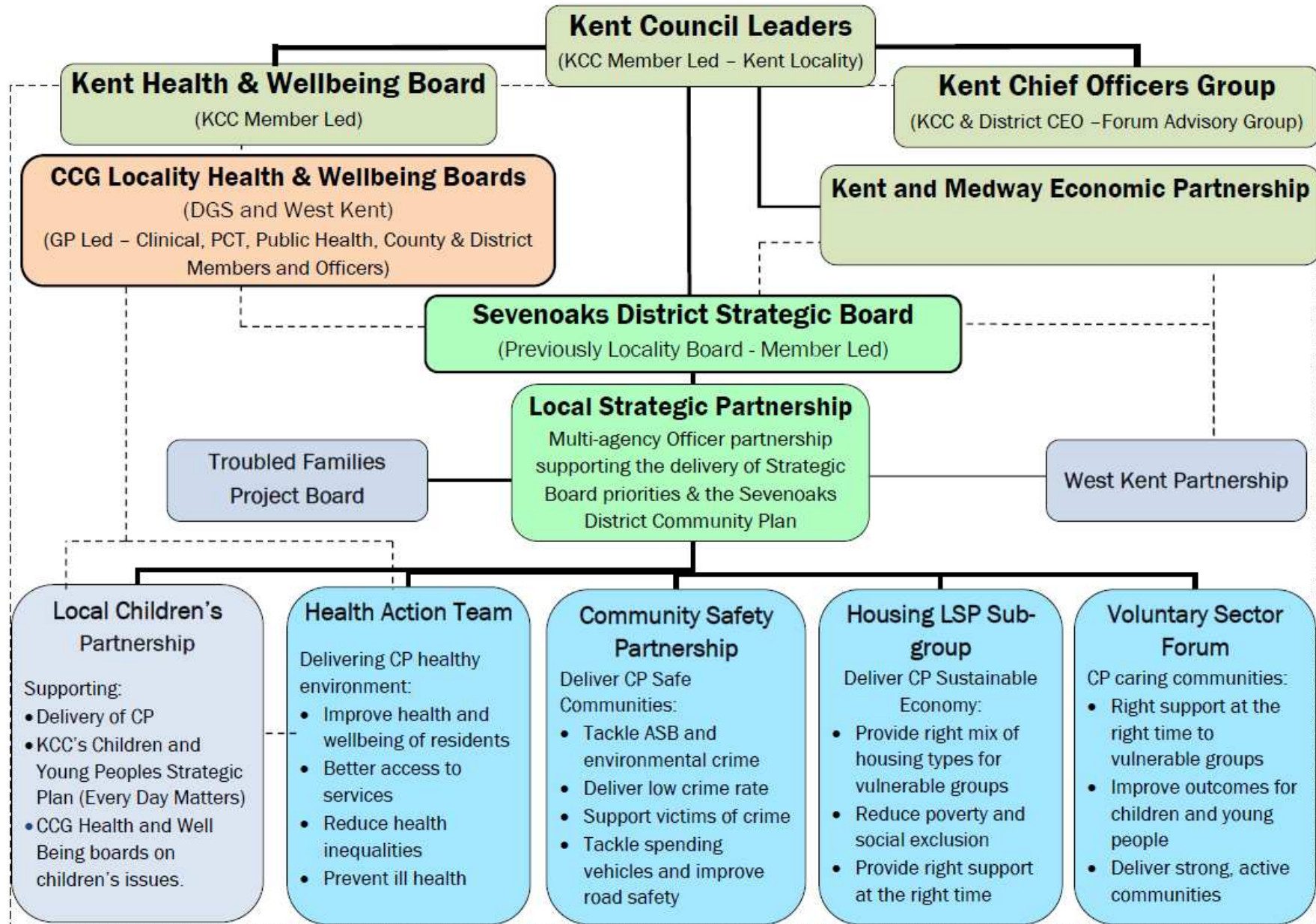
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# **Seveoaks District 'Mind the Gap' Health Inequalities Action Plan**

**Economic and Community Development  
Advisory Committee**

**24<sup>th</sup> October 2013**



# **‘Mind The Gap’ Priorities**

## **Objective 1:**

**Give every child the best start in life**

**1A: Conception-9 months,**

**1B: 9 months onwards**

## **Objective 2:**

**Enable all children, young people and adults to maximise their capabilities & have control over their lives**

## **Objective 3:**

**Create fair employment & good work for all**

## **Objective 4:**

**Ensure healthy standard of living for all**

## **Objective 5:**

**Create and Develop Healthy and Sustainable Places & Communities**

## **Objective 6:**

**Strengthen the role and impact of ill health prevention**





## Sevenoaks District's Health Inequalities Action Plan

**MIND THE GAP** Building bridges to better health for all

**2013/15**



# Health Inequalities in Sevenoaks District

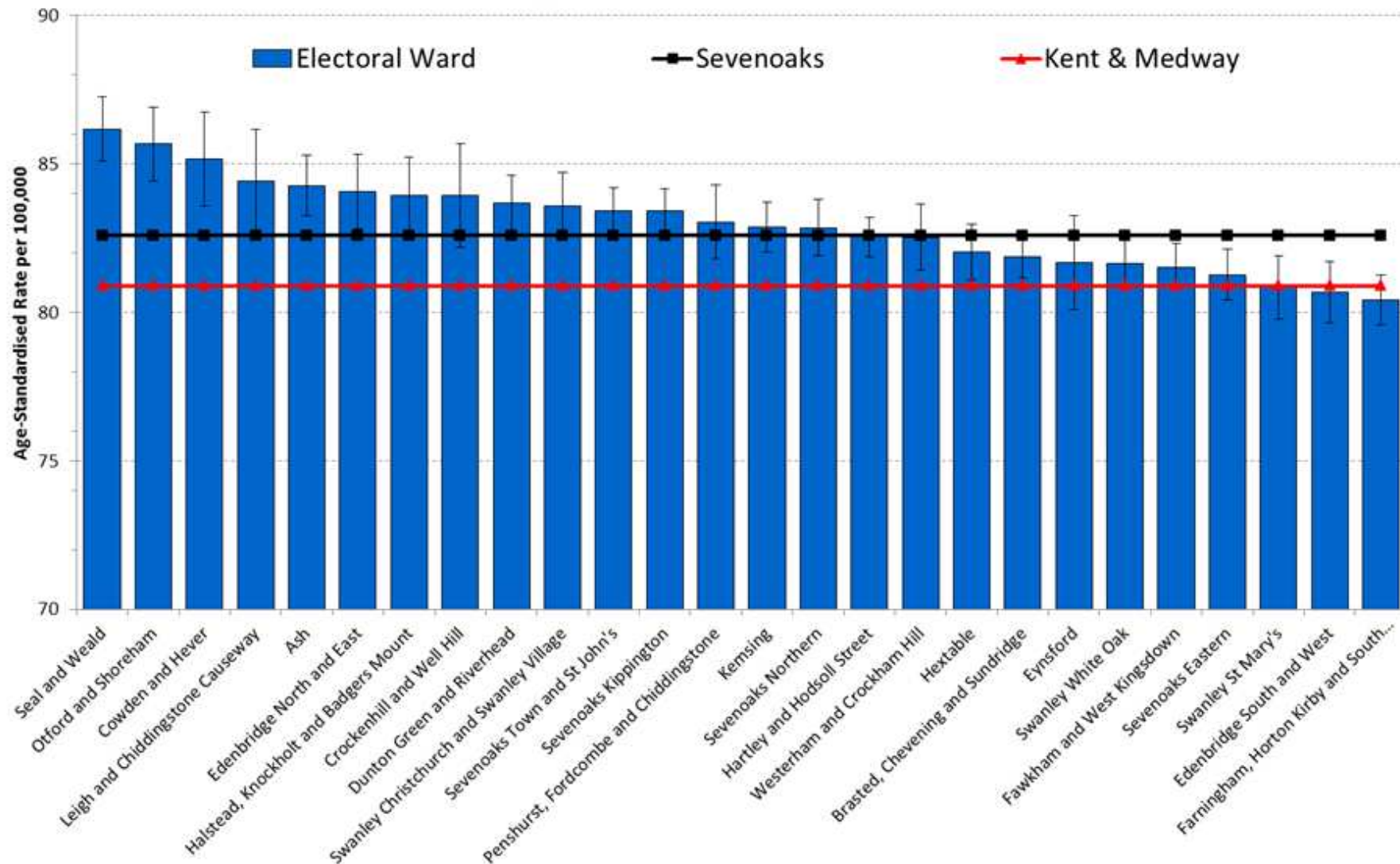
Health inequalities are the result of a set of complex interactions, including:

- The long-term effects of a disadvantaged social position
- Differences in access to information, services and resources
- Differences in exposure to risk
- Lack of control over one's own life circumstances
- A health system that may reinforce social and economic inequalities.

# Life Expectancy Gap

Male & female  
diff. across  
wards of  
7.8 yrs

## Life Expectancy at birth in Sevenoaks, 2008-2012



Source: PHMF, ONS, Kent & Medway Public Health Observatory

# Mind the Gap - What We Need to Do

The action this Council needs to take is summarised in this Four Point Approach, in line with the Kent Health Inequalities Action Plan

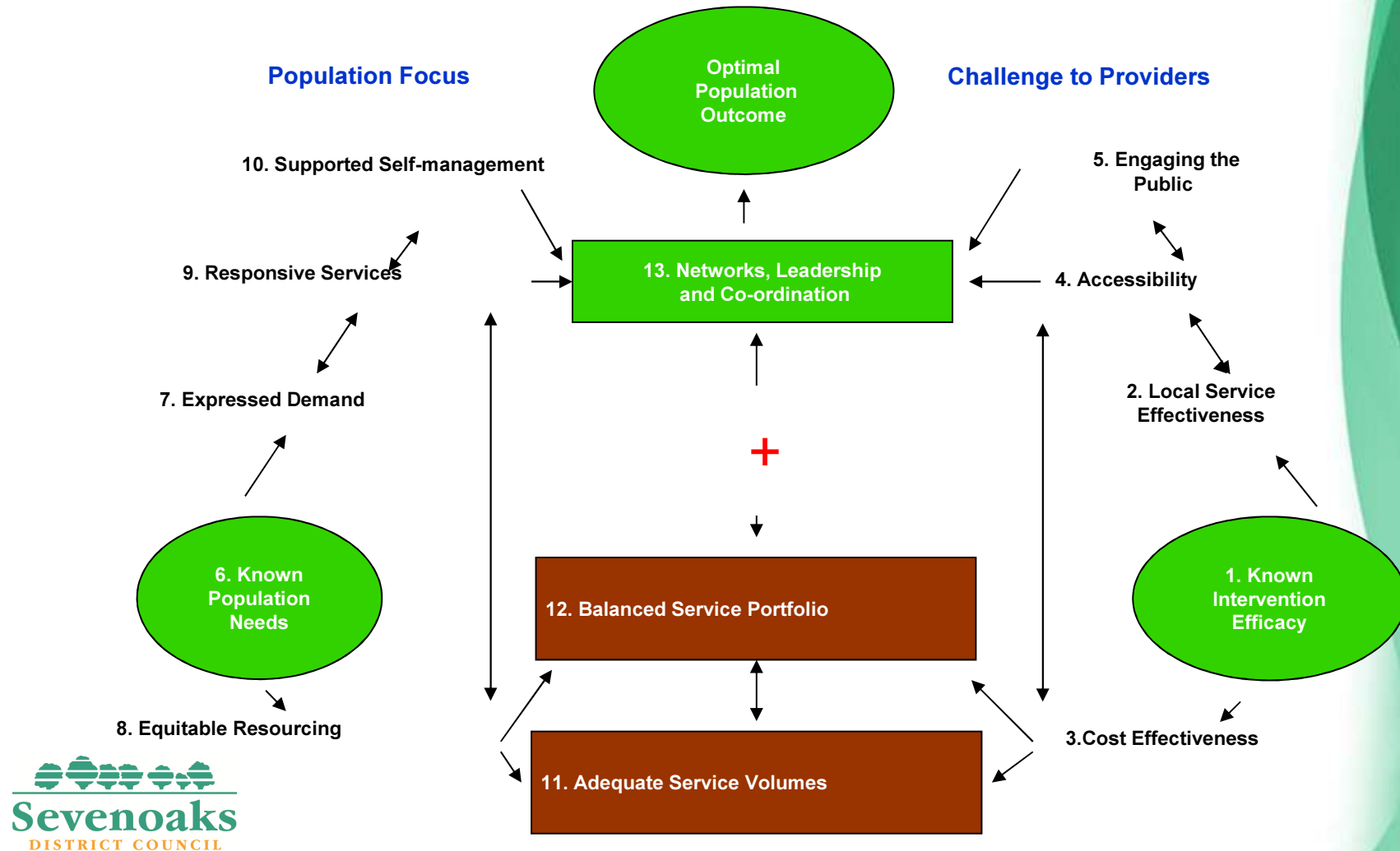
## Deliver this 4 POINT APPROACH:

- I. **Target the population appropriately** by using local intelligence, data from the JSNA, locality health profiles, community consultations
- II. **Apply the HINST Christmas Tree Tool** to commissioning to ensure interventions are delivered effectively to achieve population outcomes.
- III. **Assess impact** on health inequalities by applying the wellbeing screening tool and by listening to local communities
- IV. **Ownership** and delivery of priorities through locally agreed action plans and partnership working



# Christmas Tree Model

Commissioning for Best Outcomes  
(HINST Christmas Tree Model)





# **Objective 1:**

## **Give every child the best start in life**

(Conception-9 months & 9 months onwards)

- Support good health and wellbeing in pregnancy and the new born (0-9 months)
- Support good health and wellbeing for children and young people (9 months onwards)

### **SEVENOAKS PRIORITY ACTIONS:**

- Help increase the number of healthy births
- Encourage access to health services for all
- Promote Healthy Weight for Children

## **Objective 2:**

**Enable all children, young people and adults to maximise their capabilities and have control over their lives**

### **SEVENOAKS PRIORITIES:**

- Improve educational attainment particularly at GCSE level
- Support older people to keep them safe, independent and fulfilled lives

## **Objective 3:**

### **Create fair employment & good work for all**

#### **SEVENOAKS PRIORITIES:**

- Improve educational attainment particularly at GCSE level
- Support older people to keep them safe, independent and fulfilled lives

## **Objective 4:**

### **Ensure healthy standard of living for all**

#### **SEVENOAKS PRIORITY:**

- Meet the housing needs of people living in the District include affordable and appropriate housing

## **Objective 5: Create and develop healthy and sustainable places and communities**

### **SEVENOAKS PRIORITY:**

- Sustain and support safe communities

## **Objective 5: Strengthen the role and impact of ill health prevention**

### **SEVENOAKS PRIORITIES:**

- Reduce the gap in health inequalities across the social gradient
- Provide support for people with mental illness and raise awareness of mental health issues

# Taking It Forward

- Approved by Members and HAT Partners
- Monitored quarterly at HAT Officer meetings
- Monitoring data fed into Community Plan quarterly monitoring
- Annual Report for achievements and progress

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