

#### 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)

   Presentation on services provided, by Jill Dain and Ruth Wood of 'Visit Kent'.
   (Pages 1 22)
- 10. Sevenoaks District Health Inequalities Action Plan

(Pages 23 - 36) Lesley Bowles This page is intentionally left blank



## 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**

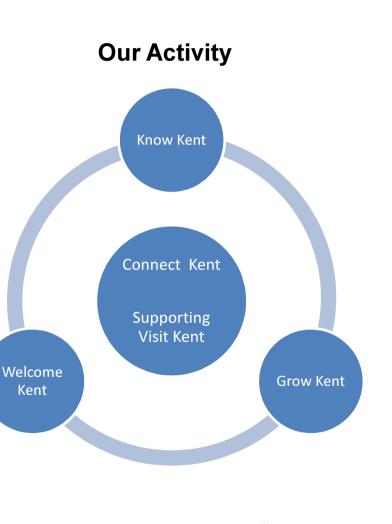
To grow the visitor economy by:

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



Agenda Item 7





KENT GARDEN of ENGLAND visitkent.couk



#### 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.

Sevenoaks		
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



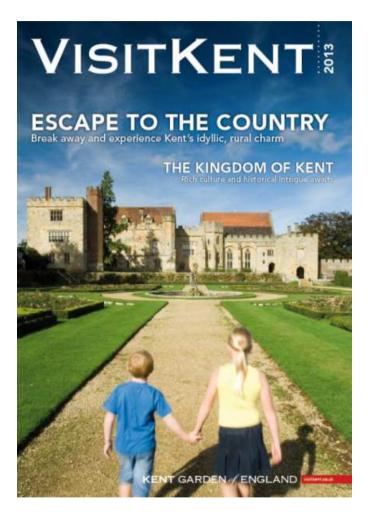
#### WORKING IN PARTNERSHIP TO DELIVER RESULTS

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**

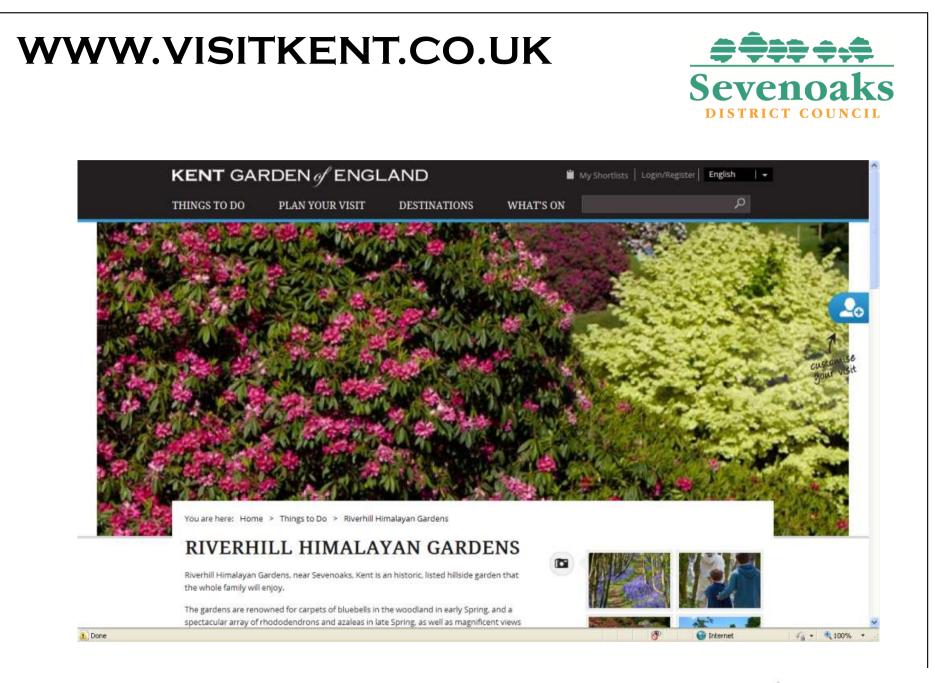




- Annual glossy destination magazine showcasing the best of the county using stunning images and inspirational content.
- 50,000 Copies and 3 seasonal e-versions which are circulated to a database of over 500,000
- Dedicated content for Sevenoaks and its tourism providers

Agenda Item 7





Agenda Item 7



Page

ω

### PRESS AND PR







#### **TRAVEL TRADE**



Agenda Item



#### Kent, Castles & Gardens

Discover the captivating essence of the Garden of England wending along lanes past lavender fields, orchards, vineyards and Oast houses. The Heart of Kent Is English countryside at its best, a landscape of rolling hills and wooded valleys, orchards and vineyards, splendid castles, gardens and many historic houses

ITINERARY Day 1 Depart South Wales traveling to Sevences. Day 2.An excersion to Hever Castle Discover 700 years of Astow at this remarks double received. 13th certain castle. history at this smartle dealer mained, 13th centry cards, ance the dhistored huma of Anne Eologn, second with of Heavy VII, and matter of Diabent 1. Speciar 30 across of fromal and returnal tandscape in these magnificant quintesantial English garders. The speciar law Edeantion gardenis include strady, lation and future garders, what are history and human act bunches as a 110 metre history and human act bunches as a 110 metre herbaceoes border. Day 3 Textog we visit Pershurst Palace and Gardees. Set in

Another of Ferniser's spleroch is to 11 Jonn formal walked grante, win matters darfogstart, to 114-00 of the index index in protocol complexity. To main much as the an effect and the index of the spleroch term of the spleroch registary of the spleroch term of the spleroch registary and the spleroch term of the spleroch wave, one will be also strategistary to also the term and the spleroch wave index to the spleroch registary and will be also the spleroch and mits will be also the spleroch term of the spleroch and mits will be also an explanation that the years when the spleroch wave the spleroch term of the spleroch parameters in the shifts granter which to chart to exect (1) the shifts granter which to relate the chart (1) the shifts granter which to relate the chart (1) the shifts granter which to relate the chart (1) the shifts granter which to relate the chart (1) the shifts granter which to relate the chart (1) the shifts granter which to relate the chart (1) the shifts granter which the relate the relation to the shifts grant which which the relate the relation to the shifts grant which the relate the relation to the shifts grant which the relate the relation to the shifts grant which the relate the relation to the relationt to the relation to the relation t the rural Weald of Kent surcended by picturespue countryside and ancient parkland, Penshurst Place and Gardens has landscape and nature. They include the lakes he created Lad Cherchil's Rose Garden and the kitchen garden. Many of Cherchil's paintings can be seen in the studio. Day 5 Return to South Wales changed little over the centuries. This medieval masterplace has been the soult of the Sidney tamily since 1552 and retains





3. Tag: Rye - Great Dixter (180 im)

kommentheit unterstrichen. Rückkehr zum Hotel

**Gärten und Schlösser Südenglands** Elne Reise in die idyllische Landschaft von Kent

#### Highlights:

 Die Gärten Sissinghurst, Great Dister, Kew Gardens und Wisley Garden 9 Ber malerische Xüstenort Rye • Die Schlösser Leeds Castle, Hampton Court und Hever Castle

Seine Ideale Lage macht dun Südosten Englands zu samo nenete carge modri davi sudokšen Englands su dem einandigae, sa ka menana, A. Tag: Hampton Court und Kew Gardenz (160 km) ihn vam finazdiskchen Festimat, er ist begenen zu-reichen und liegt direkt vor dans Toren Landors, ko lieft Kem tarbet zurgen und klostriche Herrere kleine Kem tarbet mit Statisten de Landors, ko

 The second state of the second st nde Kleinod in mächenhulter Lage zähk zu de Sattenandige erstetandens. Kunstoolle, tubennetich Suitsen und preikingsen. Schlussen Bragiendi, Sill Blansten und preikingsen. Schlussen Bragiendi, Sill schem Königtenen und Paute Heinich VIII. Kalo erste schem Königtenen und Paute Heinich VIII. Kalo erste Sissiferprunt Castle Ganten interem Heneritizes. An erste Boleyn, William Walder ervite Sackell Media und für Gantenliker verwichliche zu desem Griesene Bulten und einer Sacher Verste schem Königtenen und Paute Heinich VIII. Kalo erste Sissiferprunt Castle Ganten, unterembar mit der Ns. sochen zu für "God Glie Ergännt – Schn den. Elieser Ganten ist ein del für Gantenliker verwichsiche zu dersten för densen Kommen im Sigen Aler ersten vollekteinfölltenen Sige kerver Ganten im Sigen Aler ersten vollekteinfölltens für der Versten später kalmmitter kerven Sig Schleger ersten im Sigen Aler ersten später kalmmitter kerven Sige Kerver Schleger erstendenden Schleger erstendenden vollekteinfölltens für der Schleger erstendenden Schleger erstendenden Schleger erstendenden später kalmmitter beschleger erstendenden Schleger er





Leistungen:

\$72 (Donnerstag - Dienstog) z.B. Holiday Inn Rochester ad. Holiday Inn Maldstone 3\*\*\* 01.04,-30.04, 2013 € 298,-01.05,-31.05, 2013 € 298,-01.09,-30.09, 2013 € 298,-

z.B. Ramada Plaza Gatwick od. Menzies Chequers Hotel 4\*\*\*\* 02.04.-31.10.2013 €323,- €148,-

z.H. Thistle Hotel Broods Hatch Aster 01.04.-31.10.2013 €329,- €112,z.B. Village Hotel Maidstone 4\*\*\*\* 01.04.-51.08.2013 € 315.- € 148.-01.09.-30.09.2013 € 336.- € 148.-

Eintrittskosten it. Programm p.P. €115,-





Sunday

Sunday 15th July

Monday 27th Aug

Sunday

\*\*\* EEE









KENT GARDEN of ENGLAND visitkent.co.uk







6. Tag: Rückreise \* Desiditione Nach einem reichhaltigen früh-stück fahnen Sie nach Dover oder Folkestone und kehren per Fähre oder durch den Eurotunnel zum Kontinent zurück. Durch Nordfrank-reich und Belgien erfolgt die Weiterreise nach Deutschland

Executive coach trave Jinner, bed and full English breakfas Porterada Entry to Hever Castle intry to Peoplarity Gardens t included unless otherw

OUR PRICE INCLUDES

Best Western Donnington Manor Hotel

Sunday 20th May 5 Days £329 -

supplement £60

Countryside location • En-suite bedrooms • Air-Conditioning = Satelite television = Iron & honing Board = Hairdyer = Telephone = Tea, coffee-making facilities = Bar = Restaurant = Lift to all floors = Indoor swimming pool = Jacuzzi = Sauna, www.bw-donningtonmanor.co.uk Departure Dates

Page

10

#### KENT CONTEMPORARY Domestic Campaign



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



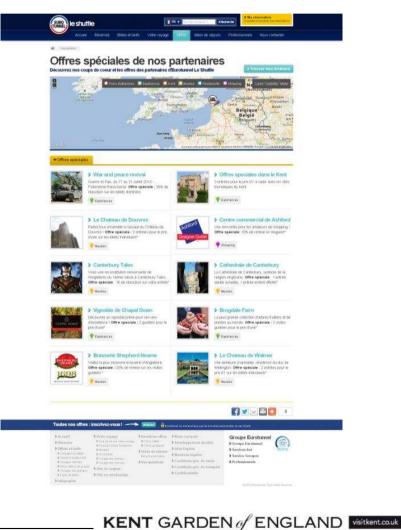


Agenda Item 7

### 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.





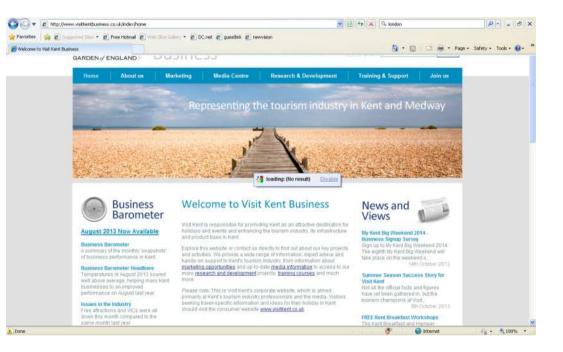


Page 14



### **TOURISM BUSINESS ADVICE SERVCE**

- 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

Page 17

 Visitor Survey – helping to understand who our visitors are and what they want.





isit Kent's Business Barometer 2012 End of Year Report

Kent's 2011 Economic Impact Model showed tourism is worth £3.4 billion to the county and employs over 64,000 people who welcome over 57 million visitors each year. Tourism in 2012 was influenced by four major events, the Queerb Diamond Jubile event in May, the Olympics in JulyiAugust, the Paralympics in August/September and continuous rain. Some displacement was seen as tour operators chose to steer clear of what they felt would be a busy and expensive destination in 2012, but many visitors come to the highly successful events during the year. The weather, however, reduced the number of day visits.



Kent attraction visitor numbers Kent serviced accommodation occupancy (RIB Kent serviced accommodation occupancy (STR) Kent self-catering unit occupancy TIC visitor numbers Conference numbers Cross channel passengers Visit Kent B28 website visits	
Visit Kent consumer website visits	Up 19.4%
Vert Kent's Business Barometer The Bailess Beceler is a mentily performance anapox of over 100 Kert fourten businesses	Kent A Kork State State



### **TRAINING AND WORKSHOPS**



Page 18

- 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

Page 20

• Garden Party

Sevenoaks District Networking
Event on 11<sup>th</sup> November at Brands Hatch Thistle





## GROWING TOURISM IN THE GARDEN OF ENGLAND

## A PARTNERSHIP WITH SEVENOAKS DISTRICT COUNCIL AND VISIT KENT

**ANY QUESTIONS?** 

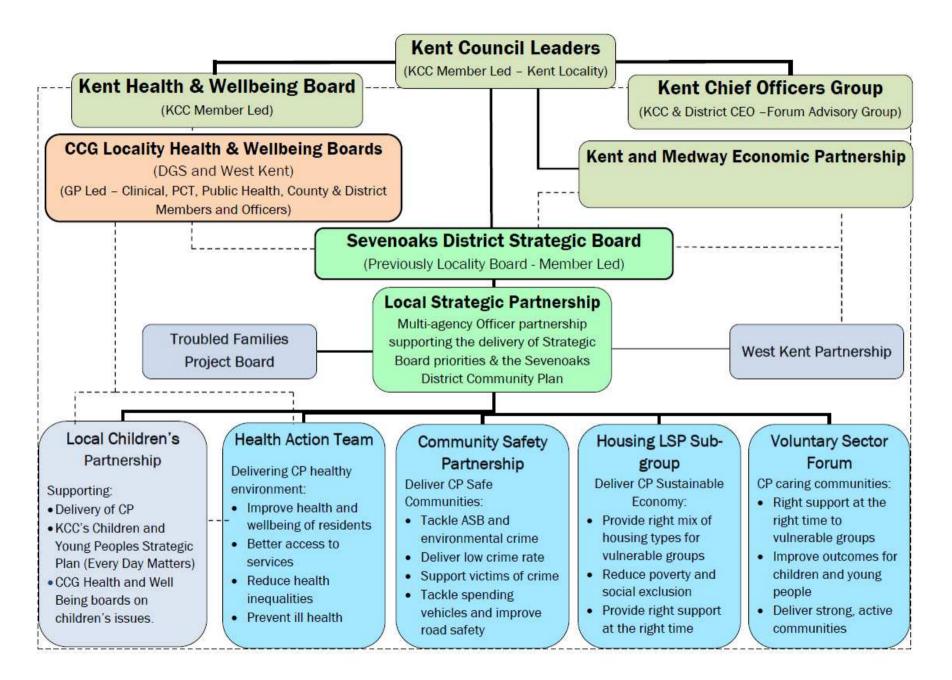
Page 22

This page is intentionally left blank

# 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

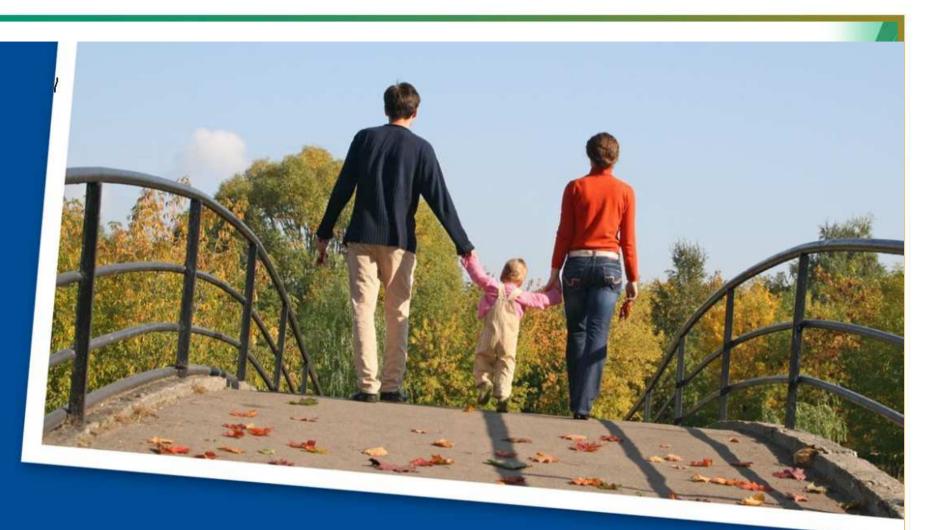
Objective 3: Create fair employment & good work for all **Objective 4:** Ensure healthy standard of living for all

#### **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





**DISTRICT COUNCIL** 

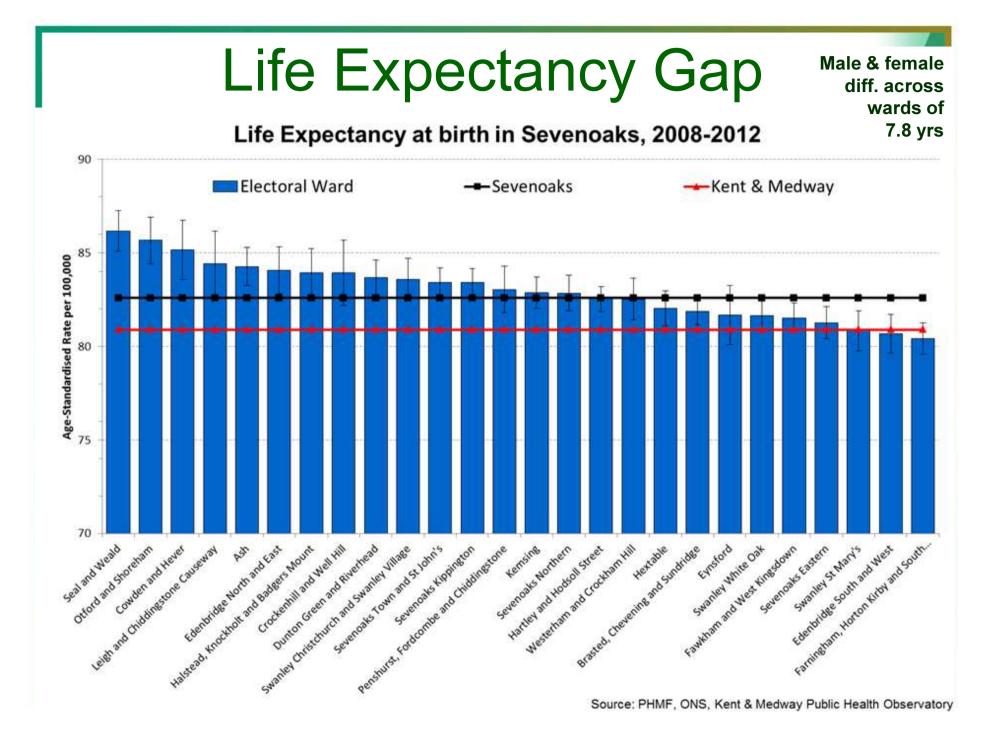
Page 26

### **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.





Agenda Item 10

### 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

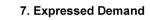
#### **Deliver this 4 POINT APPROACH:**

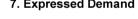
- I. Target the population appropriately by using local intelligence, data from the JSNA, locality health profiles, community consultations
- **II.** Apply the HINST Christmas Tree Tool to commissioning to ensure interventions are delivered effectively to achieve population outcomes.
- **III. Assess 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



Page 29

#### **Christmas Tree Model Commissioning for Best Outcomes** (HINST Christmas Tree Model) Optimal **Population Focus Challenge to Providers** Population Outcome 5. Engaging the 10. Supported Self-management Public 9. Responsive Services 13. Networks, Leadership 4. Accessibility and Co-ordination





6. Known Population

Needs

 $\mathbf{M}$ 

8. Equitable Resourcing

**DISTRICT COUNCII** 



11. Adequate Service Volumes

12. Balanced Service Portfolio





2. Local Service

Effectiveness

3.Cost Effectiveness

K

1. Known

Intervention

Efficacy

Agenda Item 10

### 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
   <u>awareness</u> 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





Agenda Item 10

Page 36

This page is intentionally left blank