17 March 2016 at 7.00 pm

Sevenoaks
DISTRICT COUNCIL

Economic & Community Development Advisory Committee

PRESENTATIONS

6.	**West Kent LEADER Update**	(Pages 1 - 16)	Caroline Lingham Tel: 01732 227282
8.	**Sevenoaks District Tourist Accommodation**	(Pages 17 - 26)	Lesley Bowles Tel: 01732 227335

If you wish to obtain further factual information on any of the agenda items listed above, please contact the named officer prior to the day of the meeting.

Should you need this agenda or any of the reports in a different format, or have any other queries concerning this agenda or the meeting please contact Democratic Services on 01732 227247 or democratic.services@sevenoaks.gov.uk.

This page is intentionally left blank

West Kent LEADER
grant support for rural businesses

Presentation for

Economic and Community Development Advisory Committee

Thursday 17th March 2016

West Kent LEADER
grant support for rural businesses

West Kent LEADER 2015 – 2020

- Source of funding available to farmers, growers, foresters, rural businesses and communities
- Bottom up, community led approach to funding
- Local action groups (LAGs) made up of public, private and civil society
- 80 groups nationally, covering 85% of the rural population in England

West Kent LEADER

grant support for rural businesses

Key Facts 2007 - 2013

- Total grant funding awarded of £1.25 million
- Total investment into West Kent in excess of £3.4 million
- 62 projects supported
- Over 35 new jobs created
- 110 existing jobs safeguarded
- 3 new business start ups
- Over 350 businesses expanded as a result of the investment
- 15 projects included renewable energy investment
- Over 12,800 people in rural villages have benefited from improved rural services

West Kent LEADER

grant support for rural businesses

- A collaboration between three farmers who have diversified into lavender.
- LEADER funding enabled the purchase of specialist equipment from abroad to harvest the lavender and extract oil.
- The partners provide a contract harvesting service for other lavender growers

West Kent LEADER

grant support for rural businesses

- When the local village shop closed in Ide Hill a community shop was built through the sale of shares to local residents.
- The shop fitting was carried out with the help of LEADER funding.

West Kent LEADER

grant support for rural businesses

- Westerham Brewery Company brought brewing back to the historic town of Westerham after the closure of the Black Eagle Brewery in 1965.
- LEADER helped this business expand by giving funding towards a new malt system, elevator and cask racking machine and increase fermentation and storage capacity.

West Kent LEADER

grant support for rural businesses

- Following the retirement of the external contractor, the estate was able to continue the production of local charcoal utilising the timber from the estate woodlands and using the existing estate labour.
- This was made possible with a LEADER grant enabling the purchase of two second hand charcoal retorts, the construction of two new retorts and the purchase of ten steel storage bins.

West Kent LEADER

grant support for rural businesses

- Mereworth Estate is an ancient woodland with a large diversity of plant and animal life carefully managed by the woodland team.
- LEADER funding enabled the purchase of a new timber trailer and crane to reduce the number of journeys required to extract coppiced wood, in its unprocessed form, from the woodland.

West Kent LEADER

grant support for rural businesses

- After a series of cuts in the price received for their bulk milk, the Bastable family decided to add value to the milk from their dairy herd by diversifying into making cheese and ice cream on the farm.
- LEADER grant funding helped with the purchase of cheese and ice cream making equipment, as well as website and marketing costs.

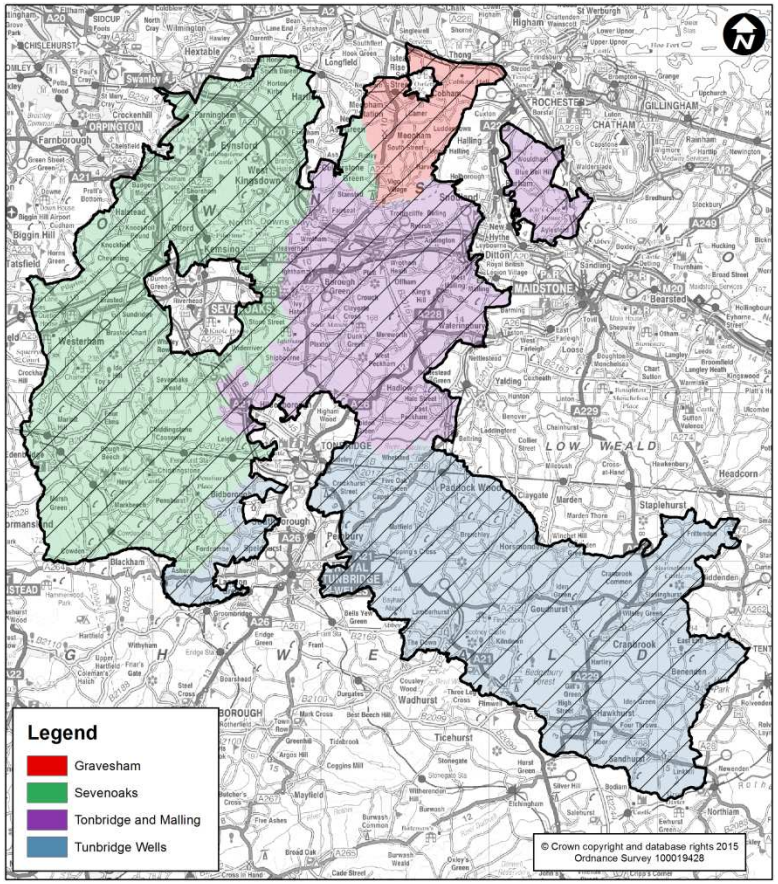
West Kent LEADER

grant support for rural businesses

- 16th century Chiddingstone Castle has been owned and lived in by an eclectic mix of people and families. It is now managed by Trustees.
- LEADER funding enabled the upgrade of the car park, which is also used as a village resource, installation of brown Tourism signs and re-decoration of a room in the castle for a village archive facility.

West Kent LEADER

grant support for rural businesses



West Kent LEADER

grant support for rural businesses

- Over €1.8 million to be awarded to projects in West Kent
- A rolling funding programme with no calls for activity
- Minimum grant £2,500
- Maximum grant £50,000
- Typically 40% of project costs
- Emphasis on providing jobs and growth within the rural economy

West Kent LEADER

grant support for rural businesses

Six priority areas:

- Support for increasing farm productivity
- Support for micro and small enterprises and farm diversification
- Support for increasing forestry production
- Provision of rural services
- Support for cultural and heritage activities
- Support for rural tourism

West Kent LEADER
grant support for rural businesses

- Two stage process
  Outline application
  Full application

- Independent assessor
  Strategic fit
  Value for money
  Sustainability

- West Kent LAG - decision making panel

West Kent LEADER

grant support for rural businesses

Contact:

Caroline Lingham
West Kent Leader
Programme Manager

westkentleader@sevenoaks.gov.uk
www.westkentleader.org.uk

Tel: 01732 227282

This page is intentionally left blank

Sevenoaks
DISTRICT COUNCIL

Sevenoaks District Tourism Accommodation Study

Hayley Brooks – Health & Communities Manager

Purpose of the Study

- To provide a clear understanding of the future potential for hotel and tourist accommodation development in Sevenoaks District

- To advise on the role that Sevenoaks District Council can play to realise the potential through:
  - Proactive interventions
  - Tourist accommodation development

Research Undertaken

- Independent study – Hotel Solutions Consultancy:
  - Audit of current supply
  - Review of current proposals
  - Survey of hotel managers and owners
  - Review of national trends and forecasts for staying tourist markets
  - Identification of local drivers of demand growth
  - Hotel demand projections

Main Drivers for Likely Future Growth in Demand

Sevenoaks DISTRICT COUNCIL

- Corporate demand for hotel accommodation should gradually grow in Sevenoaks Town

- Office developments at Ebbsfleet and the redevelopment of Fort Halstead will be key drivers of growth in corporate demand in the north of the District

- The construction of Paramount London Resort and Ebbsfleet Valley will generate significant contractor demand for budget hotel accommodation

Growth in Demand - Conclusions

- The District is well placed to capitalise on the projected growth in the domestic short break and overseas tourist markets

- Paramount London Resort will result in a step change in demand for family breaks in the District

- Population growth will drive growth in weddings business and corporate/business stay demand

Potential Accommodation Development Opportunities

- Upgrading and possible expansion of existing hotels
- Repositioning of the Royal Oak Hotel in Sevenoaks as a boutique hotel
- Additional budget hotel provision in Swanley
- A midmarket hotel or residential conference and training centre possibly at Fort Halstead
- Further luxury or boutique country house hotels
- Accommodation on golf courses

Potential Accommodation Development Opportunities

- More self-catering
- Boutique holiday cottages
- ‘Super’ cottages
- ‘Access Exceptional’ holiday cottages
- Golf lodges
- Fishing lodges
- Treehouses

Holiday Lodge & Eco Lodge complexes

Potential Accommodation Development Opportunities

- The expansion and upgrading of existing touring caravan and camping sites
- New touring caravan and camping sites
- Ready Pitched Camps
- Eco camping
- Camping pods
- Glamping
- Shepherd's Huts

Capitalising on the Opportunities

- Encourage a strategic approach to attract funding to support developments
- Direct investment in a hotel at Fort Halstead
- Direct investment in new budget hotels in Sevenoaks and Swanley
- Production of a Accommodation Prospectus for the District
- Pub accommodation and glamping development initiatives
- Support Fort Halstead developers to target interested hotel companies
- Business and marketing support
- Survey of land and property owners