

16 June 2020 at 3.00 pm

This meeting will be held virtually



People & Places Advisory Committee

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

	Pages	Contact
6. Presentation on the Visitor Economy	(Pages 1 - 12)	Emma West Tel: 01732007205
13. COVID19 - Draft Economic Recovery Plan and Actions	(Pages 13 - 16)	Sarah Robson Tel: 01732227129
14. COVID19 - Draft Communities Recovery Plan and Actions	(Pages 17 - 20)	Sarah Robson Tel: 01732227129
17. Reopening High Streets Safely Fund	(Pages 21 - 24)	Sarah Robson Tel: 01732227129

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 227000 or democratic.services@sevenoaks.gov.uk.

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People and Places Advisory Committee

Visitor Economy update

Tuesday 16 June 2020

Content



- Business Support and Resilience
- Partnerships
 - Darent Valley Community Rail Partnership*
 - Gateway Gatwick*
 - Visit Kent*
- Visitor Economy Forum
- COVID-19 Recovery

Business Resilience and Support

COVID-19 Economic Recovery - Vision Statement



We will approach recovery with positivity and find solutions that support economic recovery in the District.

We will provide a sounding board and offer insight from the business community.

We will work with partners on actions to directly support local businesses, promoting new ways of working.

We will highlight the strengths of the District to attract businesses, visitors and people to work, live and visit.

We will help people into work and help businesses to recruit the staff they need.

We will promote and bring forward the Council's capital programme to stimulate business and create jobs.

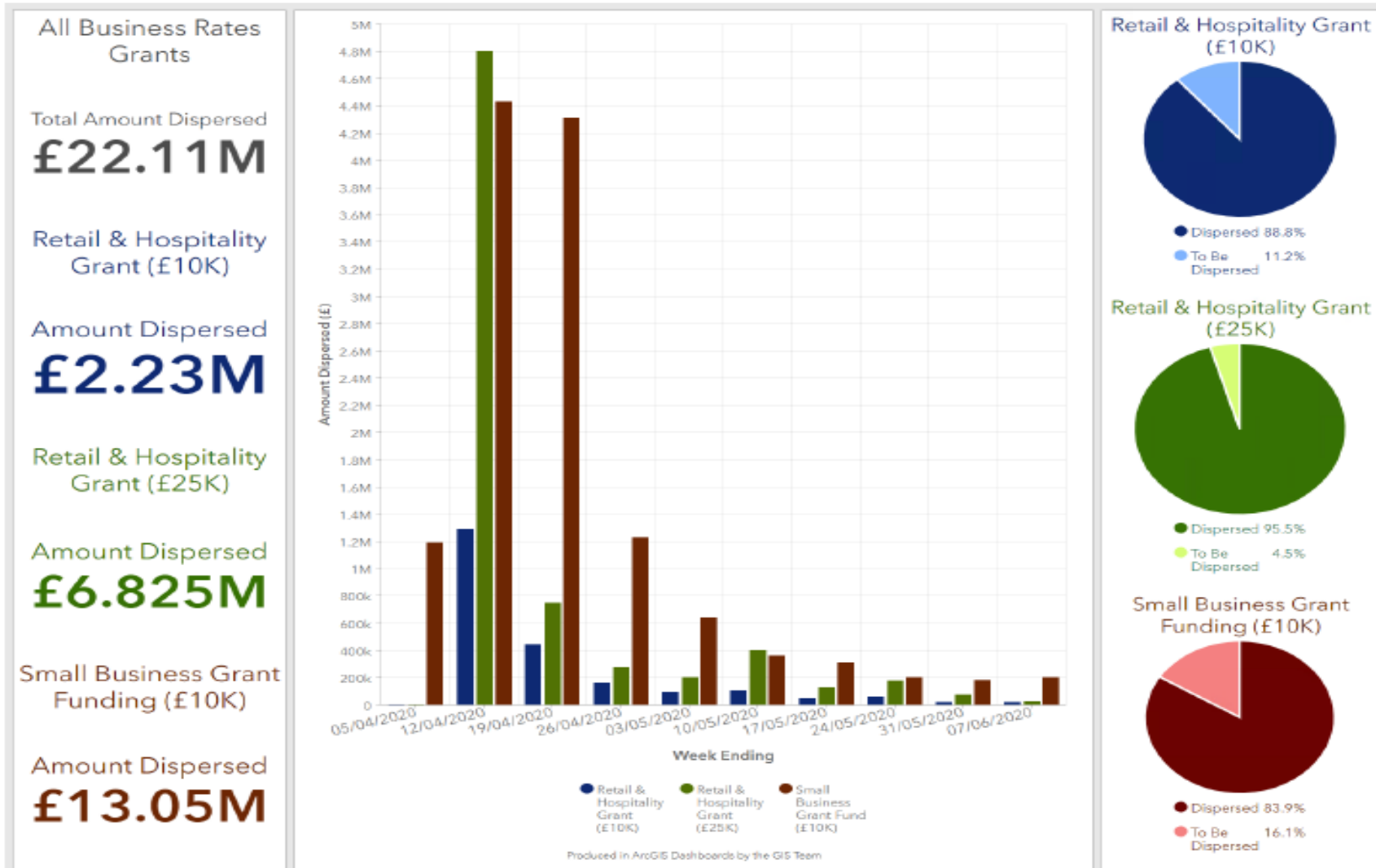
We will enable a connected District that reaps all of the benefits that digital can offer.

We will be guided by an adherence to public health and scientific expertise, in order to assure the safety of those who live in our district.

Business Resilience and Support



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Agenda Item 6

Partnerships

Strengthening our partnerships to succeed together



**DARENT
VALLEY**

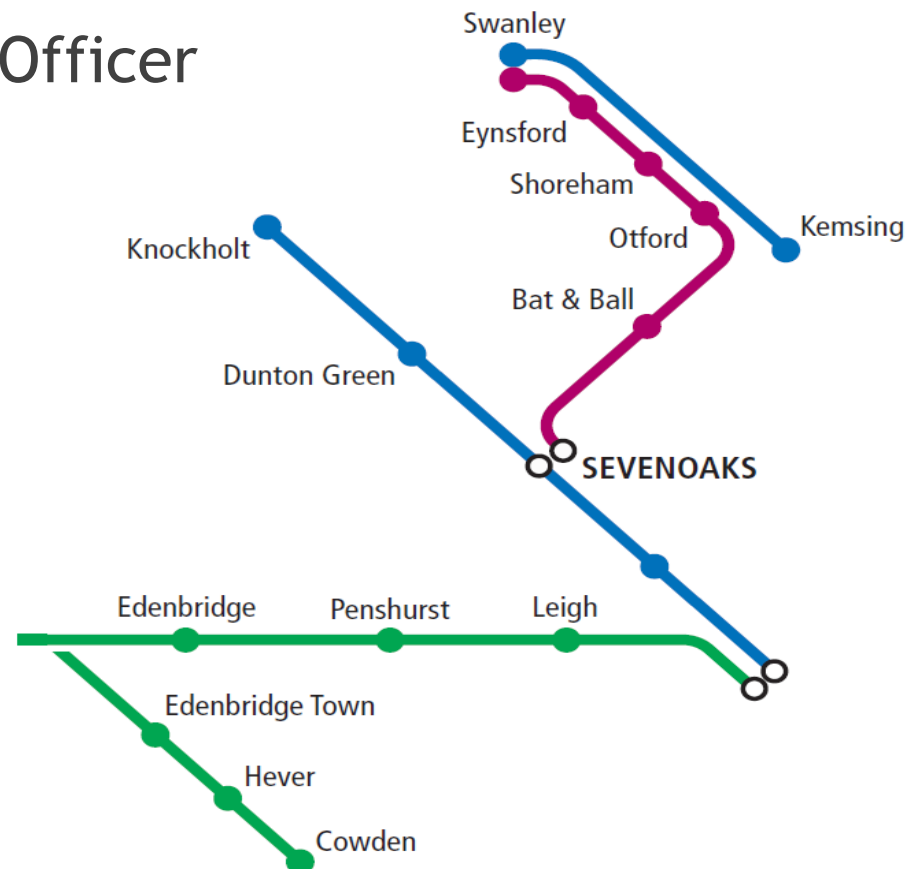
COMMUNITY RAIL PARTNERSHIP



Partnerships

Darent Valley Community Rail Partnership

- Rail Projects Community Officer
- Action plan
- Website development
- Budget
- Southeastern bid



Partnerships

Gateway Gatwick - Kent, Surrey & Sussex

- ❑ Gateway Gatwick
- ❑ Flights are gradually resuming
- ❑ Visual display
- ❑ Future opportunities



Partnerships

Visit Kent Destination Management Organisation

- ❑ Visit Kent 4 point plan
- ❑ Visit Kent survey
- ❑ Webinars supporting businesses
 - ❑ *Communicating in a crisis*
 - ❑ *Visit Kent virtual networking*
 - ❑ *Adjusting your business for the new normal*
 - ❑ *Creating Virtual Content*
 - ❑ *Maximising Opportunities Across Google Solutions*

Recovery planning

Guidance on reopening and training

Domestic market

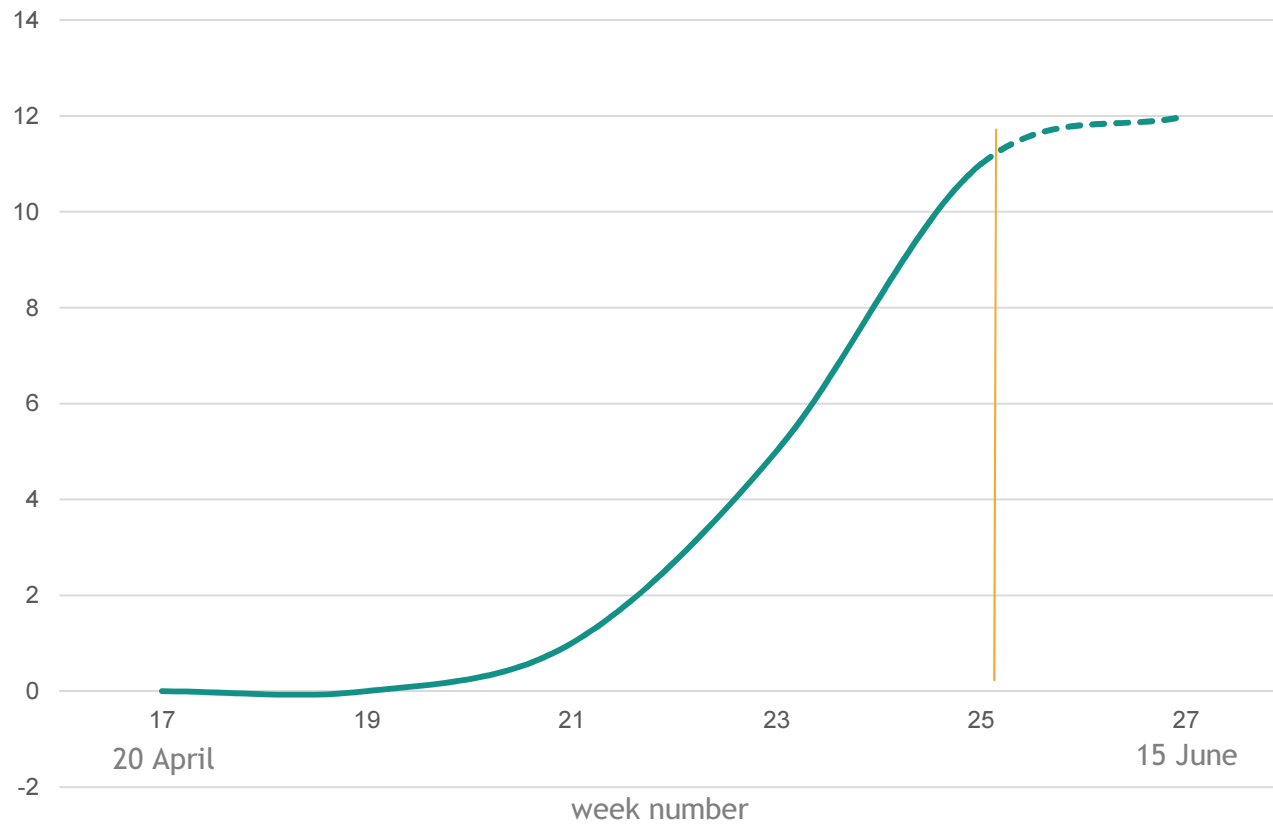
Consumer confidence

Developing and adapting product

Visitor Economy Forum



Visitor Attractions



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Agenda Item 6

Visitor Economy Forum

- ❑ Government Advice
- ❑ Visitor Economy Forums - 25 June and 8 October 2020
- ❑ Accommodation sector and good practice
- ❑ Visit Kent's round table discussion for accommodation providers



COVID-19 Recovery

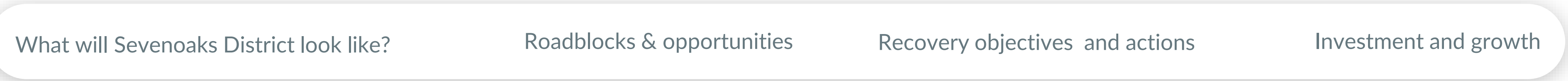
- ❑ The Department for Culture, Media and Sport is producing top line guidance on what businesses need to do in terms of undertaking a risk assessment of their business and implementing cleaning and social distancing regimes that allow them to operate safely.
- ❑ A series of detailed protocols is also being developed for different business types across the sector which takes this top line guidance and tell businesses how to operationalise it.
- ❑ Visit England is developing a system whereby business can, on lodging their risk assessment, obtain a ‘kite mark’ that can be used to show customers that they are operating in accordance with Government guidance

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SDC COVID-19 Economic Recovery Plan

SDC COVID-19 Economic Recovery Plan

A four point recovery plan focusing on:



Informed by:

Government guidance, economic impact data, forecasting and surveys

Driven by:

Economic need

Delivering a:

Sustainable future

SDC COVID-19 Economic Recovery – Vision Statement

We will approach recovery with positivity and find solutions that support economic recovery in the District.

We will provide a sounding board and offer insight from the business community.

We will work with partners on actions to directly support local businesses, promoting new ways of working.

We will highlight the strengths of the District to attract businesses, visitors and people to work, live and visit.

We will help people into work and help businesses to recruit the staff they need.

We will promote and bring forward the Council's capital programme to stimulate business and create jobs.

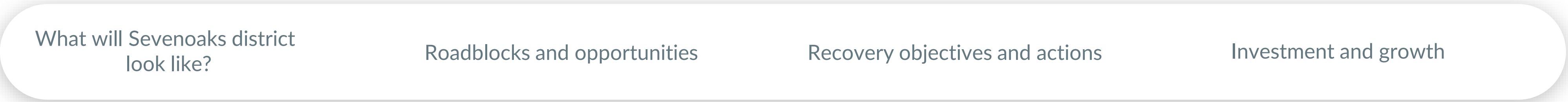
We will enable a connected District that reaps all of the benefits that digital can offer.

We will be guided by an adherence to public health and scientific expertise, in order to assure the safety of those who live in our district.

SDC COVID-19 Economic Recovery Plan

<p>Business sector analysis Adrian/Sarah</p> <p>Impact on sector</p>	<p>SWOT Adrian/Sarah</p> <p>Economic issues getting in the way Opportunities to enhance recovery</p>	<p>Recovery Action Plan Adrian/Sarah/Richard K/Emily</p> <p>Short/Medium term Based on businesses needs</p>	<p>Strategic Programme Board Cllr Fleming/Pav</p> <p>Promote and bring forward Council's capital programme</p>
<p>Government funding Sue Cressall/Emily/Caroline</p> <p>Administration of Government grant funding streams</p>	<p>Sevenoaks District Business Board Cllrs Fleming, Dyball, Dickins</p> <p>Ensure businesses play a key role in economic recovery of District</p>	<p>Support businesses Richard K/Emily</p> <p>Work with key partners on actions to directly support local businesses</p>	<p>Inward investment Richard K/Emily</p> <p>Inward investment initiatives</p>
<p>Government guidance Richard K/Emily</p> <p>Public Health guidance and scientific expertise</p>	<p>Partnership working Cllr Dyball/Sarah</p> <p>Engagement with key partners on business, tourism and local recovery</p>	<p>Employment, skills and housing Cllrs Dyball, Piper/Sarah</p> <p>Create jobs and homes Help people into work Help businesses recruit the staff they need</p>	<p>SDC services Richard M/Alison</p> <p>Refocus on growing the district</p>
	<p>SDC as a local business Cllr Fleming/Pav</p> <p>Lead recovery by example</p>	<p>Appearance of the district Adrian/Trevor</p> <p>Provide clean and maintained public spaces High quality environment through active enforcement</p>	<p>Digital place Cllr Fleming/Jim/Richard K</p> <p>Develop a connected District</p>
		<p>Promotion Cllr Dyball/Sarah/Emily</p> <p>Highlight strengths of District to attract businesses, visitors and people to live, work and visit</p>	

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SDC COVID-19 Communities Recovery Plan

SDC COVID-19 Communities Recovery Plan

A three point recovery plan focusing on:

What will Sevenoaks District look like?

Roadblocks & opportunities

Recovery objectives and actions

Informed by:

Government guidance, social impact data, forecasting and surveys

Driven by:

Community need

Delivering a:

Sustainable future

SDC COVID-19 Communities Recovery – Vision Statement



We will approach recovery with positivity and find solutions that support community recovery in the District.

We will respond to those facing hardship, coordinating recovery efforts for housing, health and wellbeing, community safety and financial resilience.

We will provide a sounding board and offer insight from the Voluntary and Community sector (including faith groups).

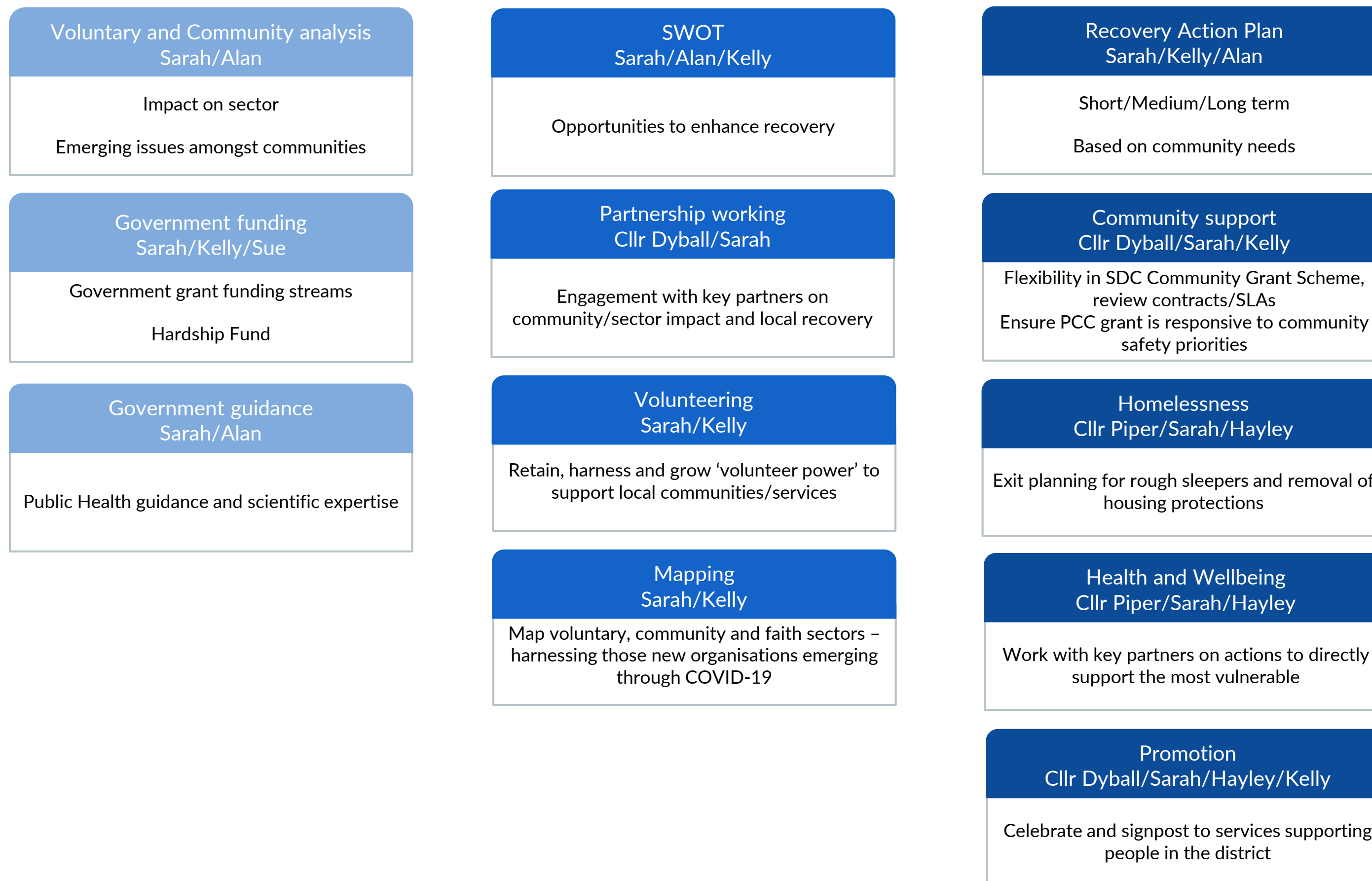
We will work with partners on actions to directly support the local Voluntary and Community sector, promoting new ways of working.

We will increase self-sufficiency and self-help in our communities of 'need' and 'place' through volunteering, social enterprise and innovation.

We will work with partners to solve problems and promote independence for the homeless and rough sleepers.

We will be guided by an adherence to public health and scientific expertise, in order to assure the safety of those who live in our district.

SDC COVID-19 Communities Recovery Plan



What will Sevenoaks district look like?

Roadblocks and opportunities

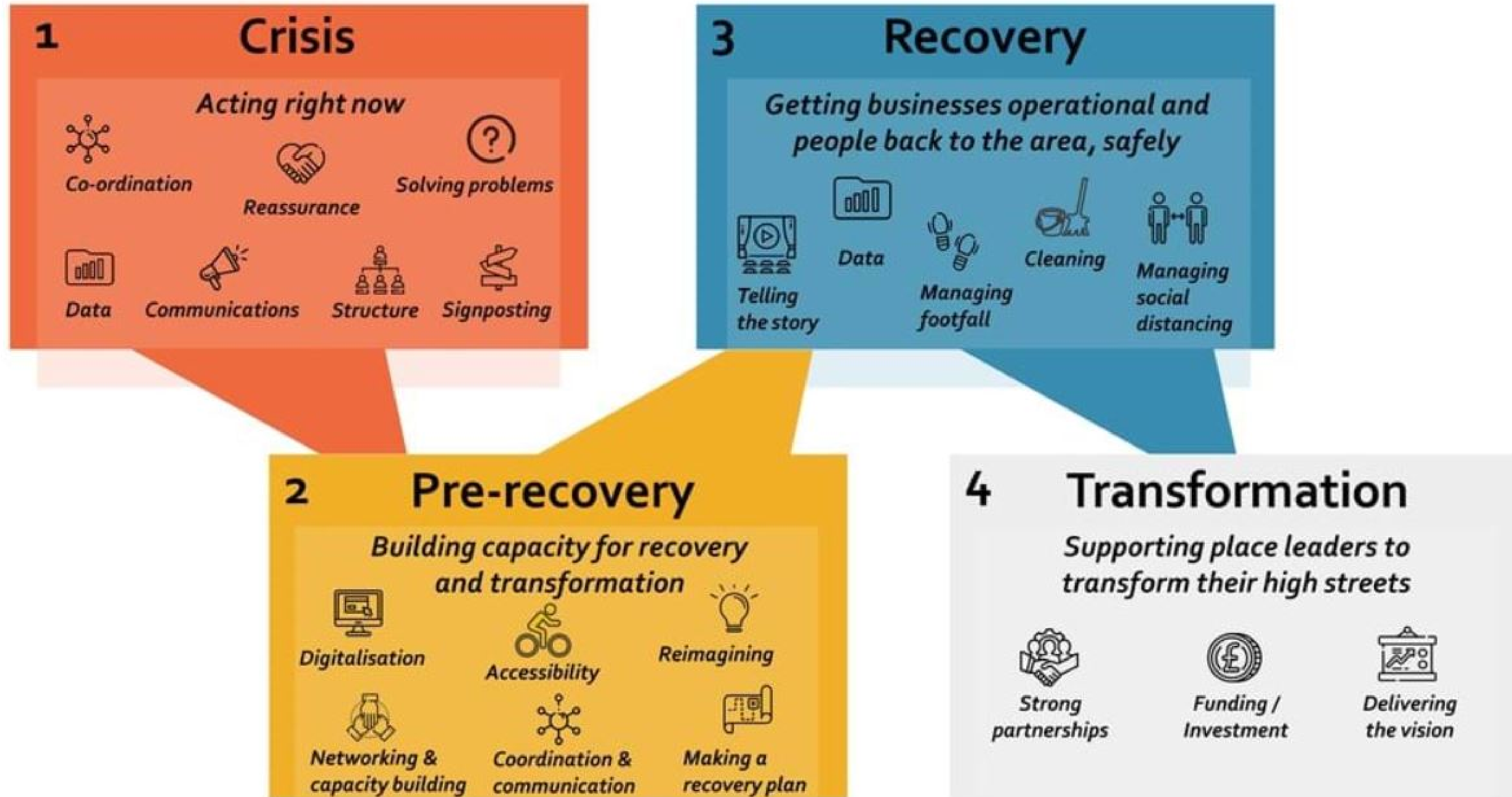
Recovery objectives and actions

Reopening High Streets Safely

Reopening High Streets Safely Fund (RHSSF)

- Provides SDC access to an allocated fund of up to £107,106 from the European Regional Development Fund. Claims will be paid quarterly.
- Supports measures to establish a safe trading environment for businesses and customers, particularly in High Streets.
- Fund covers:
 - *Development of an action plan*
 - *Communications and public information activity*
 - *Business facing awareness raising activities*
 - *Temporary public realm changes (safety, social distancing, improve attractiveness)*
- Fund does not cover:
 - *Existing expenditure/activity*
 - *Capital expenditure (except temporary changes)*
 - *Grants to businesses*

High Street Task Force COVID-19 Recovery Framework



Indicative cost envelopes (subject to adjustment)

Activity	Estimated Cost £
Project support resource to 31 March 2021	4,284
Communications ‘safe place to shop and do business’ information/materials (public and business)	15,000
Place ‘recovery’ communications campaign (work, visit, invest)	22,000
Sanitiser dispenser stations and refills	12,000
Enhanced street cleansing	15,822
Transport / Highway signage (print or rental costs)	11,000
Pedestrian movement (social distancing & people flow)	11,000
Data Analytics (business engagement, baseline footfall data and progress report)	16,000
Projected Total	£107,106