

17 March 2016 at 7.00 pm

Conference Room, Argyle Road, Sevenoaks
Despatched: 09.03.16



Economic & Community Development Advisory Committee

Membership:

Chairman, Cllr. Hogarth; Vice-Chairman, Cllr. Abraham
Cllrs. Barnes, Mrs. Bosley, Dr. Canet, Esler, Krogdahl, Lake, Maskell, Pearsall,
Raikes and Scott

Agenda

	Pages	Contact
Apologies for Absence		
1. Minutes To agree the Minutes of the meeting of the Committee held on 11 February 2016, as a correct record	(Pages 1 - 4)	
2. Declarations of Interest Any interests not already registered		
3. Actions from Previous Meeting (if any)		
4. Update from Portfolio Holder		Cllr Hogarth
5. Referrals from Cabinet or the Audit Committee (if any)		
6. West Kent Leader Update	(Pages 5 - 6)	Caroline Lingham Tel: 01732 227282
7. Community Safety Action Plan 2016/17	(Pages 7 - 42)	Lesley Bowles, Kelly Webb Tel: 01732 227335/7474
8. Sevenoaks District Tourist Accommodation	(Pages 43 - 50)	Lesley Bowles Tel: 01732 227335
9. Work Plan	(Pages 51 - 52)	

10. **Economic Development Strategy Monitoring**

(separately circulated)

Lesley Bowles
Tel: 01732 227335

EXEMPT ITEMS

At the time of preparing this agenda there were no exempt items. During any such items which may arise the meeting is likely NOT to be open to the public.

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.

ECONOMIC & COMMUNITY DEVELOPMENT ADVISORY COMMITTEE

Minutes of the meeting held on 11 February 2016 commencing at 7.00 pm

Present: Cllr. Hogarth (Chairman)

Cllr. Abraham (Vice-Chairman)

Cllrs. Dr. Canet, Esler, Krogdahl, Lake, Maskell and Pearsall.

Apologies for absence were received from Cllrs. Barnes and Mrs. Bosley

20. Minutes

Resolved: That the minutes of the meeting held on 24 September 2015, be approved and signed by the Chairman as a correct record.

21. Declarations of Interest

Cllr. Dr. Canet declared for Minute 29 – Community Grant Scheme Draft Allocations 2016/17 that she was a Member of Sevenoaks District Arts Council but would remain open minded.

Cllr. Esler declared for Minute 29 – Community Grant Scheme Draft Allocations 2016/17 that she was Chair of Board of Governors at Dunton Green Primary School but would remain open minded.

Cllr. Raikes declared for Minute 29 – Community Grant Scheme Draft Allocations 2016/17 that she was a Member of Sevenoaks District Arts Council but would remain open minded.

22. Actions from Previous Meeting

The actions were noted.

23. Update from Portfolio Holder

The Portfolio Holder and Chairman of the Committee advised that

- a new interim Head of Service for Economic Development & Property had been appointed who would oversee a number of projects whilst assisting with the recruitment and selection of a new Head of Service;
- the Police and Crime Commissioner had provided funding (£31K) for the Safety Community Partnership for 2016/17;

Agenda Item 1
Economic & Community Development Advisory Committee - 11 February 2016

- there was still time to attend Sevenoaks District Council's (SDC) consultation drop in sessions in Swanley regarding the Swanley and Hextable Masterplan; and
- he recently been the question-master for an online internet Safety quiz which involved an estimated 200 pupils from 16 schools across the District. The schools had been able to interact with each other on line. The quiz was well received with £100 gift vouchers awarded to the winners of the two quiz sessions. All schools were given a £25 gift voucher for participating in the quiz. There had been excellent feedback from participants.

After his announcements there followed a general discussion on dog fouling as Members were keen on targeting dog owners who failed to clean up.

24. Referrals from Cabinet or the Audit Committee

There were none.

25. Dunton Green Community Development Officer's Update

The Community Safety Manager presented a report on the work undertaken by the Community Development Officers for Dunton Green and the key aims of their action plan.

Members were updated on the projects/events already undertaken and future ideas.

Members praised the work undertaken by the Community Development Officers for Dunton Green as this was a good example of community development.

Public Sector Equality Duty

Members noted that consideration had been given to impacts under the Public Sector Equality Duty.

Resolved: That the report of the work undertaken by the Community Development Officers for Dunton Green and the key aims of their action plan be noted.

26. Community Plan Public 2016-19 Public Consultation Draft

The Chief Officer for Communities and Business presented a report on the draft Community Plan for the period 2016-19 which had been developed following a comprehensive consultation with Members, residents, town and parish councils, a wide range of voluntary and community organisations and partner agencies.

Members' views were sought in order to inform the final draft of the Community Plan.

It was agreed that the draft Communication Plan was an excellent, easy-to-read document. One Member suggested that a shorter version also be made available.

In response to questions the Chief Officer for Communities and Business advised that health and voluntary organisations had been consulted when drafting the plan so the needs of mental health patients were represented.

In addition, Members were advised that although Visit Kent did not appear as one of the organisations that made up the Local Strategic Partnership, they would be heavily involved in the delivery of the “Dynamic Economy” section of the Community Plan.

Public Sector Equality Duty

Members noted that consideration had been given to impacts under the Public Sector Equality Duty.

Resolved: That the draft Community Plan be noted.

27. Community Safety Strategic Assessment Presentation

The Community Safety Manager gave a [presentation](#) on the outcomes of the Strategic Assessment.

The Strategic Assessment used data from a variety of agencies which assisted the Community Safety Partnership in addressing local priorities. The data was also used to draft the annual Community Safety Strategy and Action Plan.

Public Sector Equality Duty

Members noted that consideration had been given to impacts under the Public Sector Equality Duty.

Resolved: That the presentation be noted.

28. Community Safety Strategy and Action Plan - Quarter 2 update

The Community Safety Manager presented a report on the outcomes of the current 2015-16 strategy and action plan which addressed local priorities and enabled partner agencies to take actions forward.

The Community Safety Manager advised that the majority of priorities (roughly 83%) had achieved their targets and answered questions on those priorities not on target.

Public Sector Equality Duty

Members noted that consideration had been given to impacts under the Public Sector Equality Duty.

Resolved: That the report be noted.

29. Community Grant Scheme Draft Allocations 2016/17

The Chief Officer for Communities and Business presented a report on the Community Grant Scheme draft allocations and summarised applications received by the Council from voluntary organisations for funding during 2016/17. She advised Members that

Agenda Item 1
Economic & Community Development Advisory Committee - 11 February 2016

those organisations in receipt of a community grant were monitored to ensure that the funds were used in accordance with the purpose brief of each scheme.

The report was to be considered at Cabinet on 3 March 2016, and was for information.

Public Sector Equality Duty

Members noted that consideration had been given to impacts under the Public Sector Equality Duty.

Resolved: That the report be noted.

30. Work Plan

The work plan was noted and a Community Safety Annual Report added to the summer meeting.

THE MEETING WAS CONCLUDED AT 9.00 PM

CHAIRMAN

WEST KENT LEADER UPDATE

Economic & Community Development Advisory Committee - 17 March 2016

Report of Chief Officer - Housing

Status: For consideration

Key Decision: No

Executive Summary: This report informs Members about the Leader scheme.

Members are asked to note this report.

This report supports the Key Aim of Retaining existing businesses and encouraging new businesses

Portfolio Holder Cllr. Roddy Hogarth

Contact Officer Caroline Lingham

Recommendation to Economic & Community Development Advisory Committee:

That the contents of the report be noted.

Reason for recommendation: to keep Members informed of progress..

Introduction and Background

West Kent LEADER is a source of funding available to farmers, growers, foresters, rural businesses and communities to help secure a sustainable future for rural West Kent.

The LEADER Programme is a bottom-up, community-led approach to the delivery of the Rural Development Programme for England (RDPE), which is funded by Defra and the European Agricultural Fund for Rural Development (EAFRD) funds. The planning, decision making and implementation is done at a local level, carried out by a Local Action Group (LAG) which is made up of private, public and community sector volunteers with a wide range of experience and knowledge of local rural issues.

The last LEADER programme closed at the end of 2013, with West Kent LEADER having awarded over £1.25 million grant funding to 62 projects. .

The West Kent LEADER LAG has been awarded €2,266,000 for the period 2015-2020 and the scheme is now accepting outline applications.

Agenda Item 6

Caroline Lingham, the West Kent Leader Manager, will attend the Advisory Committee meeting to give a verbal report.

Key Implications

Financial

There are no financial implications associated with this report.

Legal Implications and Risk Assessment Statement.

There are no legal or human rights issues relating to this report.

Equality Assessment

This report is an update for Members. The report therefore has a remote or low relevance to the substance of the Equality Act. There is no perceived equalities impact on end users.

Background Papers: None

Pat Smith
Chief Officer Housing

COMMUNITY SAFETY STRATEGY & ACTION PLAN 2016-17

Economic & Community Development Advisory Board - Thursday 17 March 2016

Report of Chief Officer Communities and Business

Status: For Consideration

Also considered by: Cabinet - 21 April 2016

Key Decision: Yes

Executive Summary:

This report seeks approval for the 2016-17 Community Safety Strategy and Action Plan. The plan responds to the community safety priorities identified in the most recent Strategic Assessment.

This report supports the Key Aims of delivering a low crime rate in the District and supporting vulnerable and repeat victims of crime and anti-social behaviour

Portfolio Holder Cllr. Roddy Hogarth

Contact Officer Kelly Webb Ext. 7474

Recommendation to Economic & Community Development Advisory Committee: Members views are sought.

Recommendation to Cabinet: That the Community Safety Strategy & Action Plan for 2016-17 is approved.

Reason for recommendation: This Action Plan will determine multi-agency work undertaken in the District to reduce crime and anti-social behaviour and increase feelings of safety.

Introduction and Background

- 1 The Crime & Disorder Act 1998 places a statutory responsibility on Sevenoaks District Council, Kent County Council, Kent Fire & Rescue Service, Health, Probation and Kent Police, together with other key partners, to undertake an audit of crime and disorder in the District and co-operate in the development and implementation of a strategy and action plan for tackling local crime and disorder.

Agenda Item 7

- 2 The Strategic Assessment undertaken in December 2015 identified seven Community Safety priorities for the District, in no particular order, as follows:

- Anti-Social Behaviour incl Environmental Crime
- Acquisitive Crime (incl Burglary & Vehicle Crime)
- Safeguarding (incl Prevent, Gangs, Human Trafficking, Modern Slavery, CSE (Child Sexual Exploitation, Vulnerable Adults and Protecting Children)
- Road Safety
- Substance Misuse
- Young People (incl Online Safety, Bullying, Cyber Bullying and Positive Promotion of young people)
- Domestic Abuse

The Action Plan is monitored on a quarterly basis by the Community Safety Partnership, to ensure that actions are on target and are helping to meet the identified success measures.

- 3 The draft 2016-17 Sevenoaks District Community Safety Strategy and Action Plan sets out Partnership activity aimed at addressing the above priorities.

Key Implications

Financial

The funding required to deliver the Action Plan comes from the Police and Crime Commissioner and SDC Core Budgets and core budgets of participating agencies and other external funding sources as they become available. No additional District Council funding is required to deliver the plan.

Legal Implications and Risk Assessment Statement.

There are no legal issues for the Council arising from this action plan.

Equality Assessment

Members are reminded of the requirement, under the Public Sector Equality Duty (section 149 of the Equality Act 2010) to have due regard to (i) eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Equality Act 2010, (ii) advance equality of opportunity between people from different groups, and (iii) foster good relations between people from different groups. The decisions recommended through this report directly impact on end users. The impact has been analysed and does not vary between groups of people. The results of this analysis are set out immediately below.

There are no negative impacts - the action plan applies to all. The action plan seeks to reduce crime and anti-social behaviour and improve feelings of safety. The action plan looks at 7 priorities that have been highlighted through the strategic assessment completed in December 2015. All victims of crime and anti-

social behaviour are treated equally and fairly regardless of disability, age, sexual orientation, gender reassignment, marital or civil partnership, race, gender, carer status or religion and belief.

Safeguarding Children and Vulnerable Adults.

The Action Plan makes a positive contribute to the safeguarding of children and vulnerable adults in the District.

Resource (non financial)

The Action Plan will be delivered by the Council's Community Safety Team with partner agencies.

Sustainability Checklist

A sustainability checklist has been completed and a positive impact is anticipated.

Conclusions

The Community Safety Action Plan for 2016-17 sets out Community Safety priorities for the District based on an assessment of crime and disorder and a multi-agency action plan aimed at tackling those priorities. Partner agencies are accountable for their own actions within the Action Plan and are monitored by the Community Safety Partnership.

Appendices

Draft Sevenoaks District 2016-17 Community Safety Strategy and Action Plan

Background Papers:

[Sevenoaks District CSP Strategic Assessment 2015](#)

Lesley Bowles
Chief Officer Communities & Business

This page is intentionally left blank

DRAFT

**Sevenoaks District
Community Safety Partnership
Annual Action Plan
2016 - 2017**



Contents

Introduction	Page 3
Priority issues 2016-17	Page 4
Success measures	Page 6
Domestic Abuse	Page 7
Acquisitive Crime	Page 9
Anti-Social Behaviour incl Environmental Crime	Page 11
Safeguarding	Page 15
Substance Misuse	Page 18
Young People	Page 21
Road Safety	Page 23
Glossary	Page 25
Partners	Page 26
Terms of reference	Page 28
Partnership structure	Page 29
Map of Sevenoaks District	Page 30

This publication is available in large print. For a copy call (01732 227414).

www.sevenoaks.gov.uk

If you need help communicating with us or understanding this document, we can arrange for an interpreter to help you.

Please contact us on 01732 227000 stating your language and telephone number

Action Plan 2016-17

Introduction

The Sevenoaks District Community Safety Partnership brings together all of the agencies in the District who can have an impact on crime, anti-social behaviour and the fear of crime. A list of partners is set out on page 26. The Partnership has 3 key aims. They are to:

- Reduce and detect crime
- Reduce anti-social behaviour and the fear of crime
- Strengthen community involvement

Each year the Partnership, in common with all of the Community Safety Partnerships in Kent, undertakes an assessment of crime and disorder in the District, using data provided by partners and feedback from residents. The assessment identifies the priority issues for the next year using the following rationale for each community safety type:

- Whether there is significant community concern
- Whether there is an increasing trend
- Whether it contributes to a high volume of crime
- The level of harm it causes
- How well it is performing compared with other parts of Kent and similar partnerships nationally
- Whether the Partnership can add value to the work

This Action Plan identifies where we can best work together to achieve results.

Priority Issues for 2016-17

The Strategic Assessment undertaken during the winter of 2014 has identified 8 priorities for the Partnership to tackle during 2016-17. The data referred to in this Action Plan is based on the Strategic Assessment, and uses data between October 2015 - September 2016, unless otherwise stated. Trends in the identified priorities continue to be monitored on a quarterly basis and the first monitoring will be available in July 2016. Crime types are compared with their “Most Similar Groups” a bench marking group set up by the Home Office, of partnerships thought to have similar characteristics.

The 7 priorities, in no particular order, are:

- Anti-Social Behaviour including Environmental Crime
- Acquisitive Crime including Vehicle and Burglary Crime
- Substance Misuse
- Young People’s Issues
- Safeguarding including Child Sexual Exploitation (CSE), Vulnerable Adults and Children, Gangs, Modern Slavery and Human Trafficking and Prevent
- Domestic Abuse
- Road Safety

Although the Partnership’s main focus will be the 7 priorities, it will continue to monitor and plan for trends in crime and other community safety issues and address them through the Community Safety Unit’s daily briefings and other tasking arrangements in order to reduce recorded crime.

The Action Plan

The following pages set out the overall targets for the Community Safety Partnership. The Action Plan does not include details of the numerous activities already undertaken by partners, town and parish councils, the voluntary sector and others as part of their day to day work, but highlights activities in addition to core work, which partners will undertake throughout the forthcoming year. All priorities include actions around public perception and reducing repeat offenders/victims.

Funding and monitoring

Funding for the actions included within the Action Plan is available from a number of sources, including partners' own budgets, Police & Crime Commissioner's (PCC) funding which is allocated to district Community Safety Partnerships, Choosing Health funding and other small amounts of funding from a variety of sources, for example the Kent People's Trust.

Regular monitoring will take place to ensure that individual projects continue to deliver positive results as well as value for money and that this Action Plan is on target.

Equalities

In preparing the action plan, issues such as equality and diversity were considered to ensure that everybody feels safe in the District.

SEVENOAKS DISTRICT COMMUNITY SAFETY PARTNERSHIP – ACTION PLAN 2016-17

SUCCESS MEASURES

All recorded crime

All Victim Based Crime reduced compared with the previous year.

Anti-Social Behaviour

An improvement in behaviour achieved in 80% of cases accepted by the Anti-Social Behaviour Task Group.

75% of Anti-Social Behaviour victims satisfied with action taken.

Young People's issues

Intervention projects and positive media for young people to be maintained.

Acquisitive Crime

Number of dwelling & non dwelling (shed, commercial/retail premises) burglaries to be reduced compared with the previous year.

Number of Vehicle Crimes (Theft of vehicles and Theft from vehicles) to be reduced compared with the previous year.

Safeguarding

Deliver a minimum of four training packages on Prevent

Determine a baseline figure for CSE, Prevent, Gangs, Human Trafficking and Modern Slavery cases in the District

Speeding incl Road Safety

Maintain the number of voluntary speed watches and Police enforcement

Substance Misuse

Substance Misuse Action Plan to be 85% on target

Domestic Abuse

The number of repeat incidents & repeat victims of Domestic Abuse to be reduced by 2%

Domestic Abuse Action Plan to be 80% on target

DOMESTIC ABUSE

The District has the lowest number of Domestic Abuse incidents (1184) ¹, and repeat victims (302), in Kent over this period. **Please note:** Domestic Abuse incidents are not always reported as violence against the person, if there has been no violence recorded. For example if there were a verbal altercation this would be recorded as a Domestic Abuse Incident and not Violence against the Person and that is why the numbers are different.

Domestic abuse in the Sevenoaks District has risen by 7.6%. Domestic Abuse historically is thought to have been considerably under reported. An increase in reporting is therefore to be welcomed and does not necessarily represent an increase in the actual number of incidents.

It is important to remember that these figures are only representative of domestic abuse that was reported to the Police and it is widely recognised that domestic abuse is often unreported. Kent police figures indicate the rates of domestic abuse for Sevenoaks District have been the lowest in Kent for the past three years.

Priority Action		Lead Agency	Other Partners	By When	Funding
DOMESTIC ABUSE					
1.1	Raise awareness and sign posting to local and county wide services and resources including refuges, particularly targeting repeat victims	CSP Domestic ASB Group	All Partners KCC Youth Services GPs Health Visiting Service	On going	Existing Budgets
1.2	Support young people to form positive and healthy relationships (to reduce onset of abusive behaviours and break the cycle of	DAVSS DA Working Group	Imago Early Help (incl Troubled	March 2017	Existing Budgets

¹ Apparent inconsistency in annual figures arises from the classification of 'incident'. Domestic abuse 'incidents' are not necessarily violent and can refer to verbal disputes which have been reported to Kent Police; as such, not all incidents make it into statistics for violence against the person .

	abuse.		Families)		
1.3	Commissioning of support for Perpetrators of Domestic Abuse	Police	Probation CSU	March 2017	Existing Budgets
1.4	Commissioning of support for young people abusing parents	DAVSS	CSU	March 2017	Existing Budgets
1.5	Raise awareness of Domestic Abuse in key groups (LGBT, Traveler Groups, Ethnic Minorities & Elderly)	CSU	DA Working Group	March 2017	Existing Budgets
1.6	Extend work in Partnership with GPs and A&E Departments	KCC Public Health	DA Working Group	March 2017	Existing Budgets
1.7	Reinforcement of positive relationships for young people	SDC	Schools Youth Groups DAVSS	March 2017	Existing Budgets
1.8	Address awareness of Honour Based Violence, Forced Marriages and FGM	CSU	DA Working Group	March 2017	Existing Budgets

ACQUISITIVE CRIME - INCLUDING BURGLARY & VEHICLE CRIME

Acquisitive crime consists of Burglary (Dwelling and Burglary Other Than Dwelling) and Vehicle Crime (Theft Of Motor Vehicles and Theft From Motor Vehicles). Although there have been rises and falls throughout the time period, the number of reported crimes are relatively low, but they do sit high in County and MSG comparisons. These types of crime have a high impact on the local community.

Burglary

This period has seen a total of 946 burglary offences - a decrease of 13% (144 offences) compared with figures for same period last year. Burglary is divided into burglary dwelling and burglary other than dwelling (BOTD). Although individually these offences account for a relatively small percentage of total crime in the District (5% and 9% respectively), they are the second highest in our MSG despite the reduction in crimes. The Sevenoaks District ranks much better in County comparisons compared to previous years for Burglary Dwelling as 4th lowest but are still very high for BOTD being 3rd highest in the County. The District has the second highest number of burglary offences in its Most Similar Group.

Vehicle Crime

Vehicle crime has increased slightly by 2% (14 offences), with the District recording 702 reported crimes, but still ranking high, 5th highest in the County and 2nd highest in its Most Similar Group.

Kent Police categorise vehicle crime as Theft from a Motor Vehicle (TFMV) and Theft of a Motor Vehicle (TOMV). The figure for TFMV stands at 521 this period, this is a reduction of 0.76% (4 offences) on same period last year and the District is the 3rd highest in Kent, 2nd worst in MSG. There was an increase of 11% (18 offences) bringing the total number of TOMV to 181 this period, the District still ranks very poorly and comes 5th highest in the County and 3rd highest MSG.

Priority Action		Lead Agency	Other Partners	By When	Funding
ACQUISITIVE CRIME(VEHICLE & BURGLARY)					
2.1	Police to liaise with CSU on Vehicle and Burglary crime on reducing repeat victims. CSU to extend daily every Thursday to address this crimes including reassurance visits and provide crime reduction devices	Police	CSU KCC Wardens PCSOs Housing Assoc	March 2017	Existing Budgets
2.2	Work with the IOM Hub to reduce the number of repeat offenders for Burglary and Vehicle Crime ensuring that support is offered for offenders just released from prison.	Police	CSU	March 2017	Existing Budgets
2.3	Work with Youth Offending Service and IOM on deterring young offenders from re-offending in burglary and vehicle crime	Police YOS	CSU	March 2017	Existing Budgets
2.4	Use Pred Pol for Vehicle and Burglary crimes on a daily basis for PCs, PCSO and Wardens to visit to help reduce potential crimes	Police	CSU incl KCC Wardens	March 2017	Existing Budgets
2.5	Promote good arrests through Social Media including Twitter and Street Life	Police	CSU	March 2017	Existing Budgets

Anti-Social Behaviour including Environmental Crime

ASB accounts for the second largest recorded issue when compared to individual crime types in the District and makes up 17% of the total recorded figures when included in crime statistics. Figures show 1,122 recorded incidents of ASB occurring within the District and reported to Kent Police; this is the 2nd lowest number of ASB reports in Kent saw a decrease of 7.8% (96 offences).

The total number of calls received by the Council during October 2014 and September 2015 equals 158. This is 12 less calls than the same period last year. ASB is most prominent community safety issue in the Sevenoaks District, (including environmental issues) and will continue to be a priority for the CSP.

The Community Safety Unit (CSU) Daily tasking's meetings dealt with 956 ASB/Community Safety calls from October 2014 - September 2015 as well as 63 risk assessments. All actions were followed up and residents were kept updated in all actions unless they had reported anonymously.

The top wards reporting were Swanley, Edenbridge and Sevenoaks. The top categories were Neighbour Nuisance/Harassment, Nuisance Bikes, Abandoned Vehicles and Fly Tipping.

SDC CCTV

During this last year October 1st 2014 to 30th September 2015 the CCTV control room at Sevenoaks District Council assisted the police with 115 reports for this period; this is the same figure for the same period the previous year. Anti-social behaviour continues to be the highest crime recorded within the CCTV service. The CCTV team saw an increase in Swanley and in Westerham.

West Kent Housing

West Kent received 342 complaints of anti social behaviour for the period 1 October 2014 to 30 September 2015. Increases in reported anti social behaviour for the same period were identified in alcohol related, criminal behaviour, drugs and Hate Related incidents.

SDC Environmental Health

Noise reports to Environmental Protection team October 2014 to September 2015 decreased from 619 to 588 (approx. 5% decrease).

Statistics show that the summer months of June, July and August remain Environmental Health's busiest months. The largest numbers of complaints are concerning loud music and barking dogs (although both have decreased by 3 cases each compared to the previous year).

The largest increase in complaint type is noise from people which may include shouting/arguing, football and children playing. This type of noise report rose by approximately 47%. However this equates to just an additional 16 cases compared to the previous year.

SDC Direct Services

Flytipping has seen a slight rise this year and remains one of the most prominent issues. The Sevenoaks District Direct Services team at SDC saw for the period October 2014- September 2015 1,125 reports of fly tipping (20.7% increase, 193 more reports). It is worth noting that an increase in reports does not necessarily indicate an increase in incidents, with often more than one report per incident.

Abandoned vehicles have increased over the last year, with 178 reports (69 more than same period last year, or an increase of 63.3%) being made to SDC and approx. 10 vehicles being removed. The low proportion of vehicles removed is in the most part due to the vast majority of those vehicles reported either being driven or declared SORN (Statutory off Road Notice) and parked off-road.

Graffiti

Graffiti reports to the Council have decreased by 26% (7 reports) this year with 20 recorded incidents (including offensive graffiti). There were 11 offensive graffiti reports between October 2014 and September 2015 all of which were removed within the 48 hour deadline set by Sevenoaks District Council.

Priority Action		Lead Agency	Other Partners	By When	Funding
ANTI-SOCIAL BEHAVIOUR Incl ENVIRONMENTAL CRIME					
3.1	Increase number of prosecutions for fly tipping through camera deployment. Awareness campaigns through local Charters (modelled on Keep Britain Tidy pilots) and prioritise hotspots	KCC Clean Kent CSU	KCC Wardens PCSOs Housing Assoc	March 2017	Existing Budgets
3.2	Good Neighbour campaign around noise, harassment. Encourage resident responsibility in speaking with their neighbours to resolve low levels issues, referrals into mediation and managing expectations for agencies in responding to clashes of lifestyles. Take joint proactive action in response to more serious cases of noise nuisance and harassment reported.	Moat Housing WKHA CSU	SDC Housing Team KCC Community Wardens	March 2017	Existing Budgets
3.3	Continue joint partnership working on the new ASB legislation and develop strategies on promoting positive working, strength and partnership	CSU	Housing Assoc Legal Teams	March 2017	Existing Budgets
3.4	Use a targeted approach to ASB concerns with KCC Community Wardens and Police Community Support Officers and respond to ASB issues through the Daily Tasking and report back in 100% of cases	CSU Police KCC Community Wardens	Housing Assoc	March 2017	Existing Budgets
3.5	Use Social Media sites to promote successes (Twitter, Facebook, Streetlife)	CSU Moat	All	March 2017	Existing Budgets
3.6	Look at the tools and powers that housing associations are able to use to reduce ASB	Moat WKHA	CSU	March 2017	Existing Budgets

	Priority Action	Lead Agency	Other Partners	By When	Funding
3.7	County wide Case Management System. Consider whether Sevenoaks/Housing Associations wish to use	CSU	CSP	March 2017	Existing Budgets
3.8	Use ASB Tools to put in place positive interventions	CSU	All	March 2017	Existing Budgets
3.9	Consider pilot with 3 or 4 individuals and look at mental health solutions	CSU	All	March 2017	Existing Budgets

SAFEGUARDING including Child Sexual Exploitation (CSE), Vulnerable Adults and Children, Gangs, Modern Slavery and Human Trafficking and Prevent

Safeguarding includes Young People, Vulnerable Adults, CSE, Modern Slavery, Human Trafficking, Prevent and Gangs.

This issue fell within the other priorities in previous years. This year it has been treated as a separate priority due to new legislation which places a statutory duty on local councils as well as some of the other partner agencies to protect the vulnerable under these crimes. It is also a major contributor to the Kent Police Strategy. These issues are also a community concern especially in recent media coverage.

The only data that has been made available is Counter Terrorism. Levels of threat are very low in the District. There have been 2 referrals made between April 2014 - March 2015 and the District has the 7th lowest number of referrals across Kent.

Priority Action		Lead Agency	Other Partners	By When	Funding
SAFEGUARDING (incl Prevent, Modern Slavery, Human Trafficking, Gangs, Vulnerable Adults and Children)					
4.1	Deliver multi-agency Prevent training. Lead on promotion of Prevent to communities	CSU	CSP	March 2017	Existing Budgets
4.2	Deliver training to front line workers on Gangs. Link in with County groups and cross border working	CSU	All	May 2016	Existing Budgets
4.3	Communications package for staff and partner agencies on how to report safeguarding concerns	CSU	All Partners	June 2016	Existing Budgets
4.4	Develop a consistent training package and deliver 3 training sessions on Safeguarding issues. Develop a database of contacts so that information is delivered through organisations	CSP KCC Safeguarding Team	All Partners	March 2017	Existing Budgets
4.5	Work with GPs and attend their Practice Learning Time sessions to update them on Safeguarding concerns	CSP	All Partners	March 2017	Existing Budgets
4.6	Work with Housing Associations to develop a leaflet with referral form for services for residents especially vulnerable residents	Housing Assoc	CSU	June 2016	Existing Budgets
4.7	Work with Police on their Control Strategy especially working with car washes and nail salons within the District	Police	CSU	March 2017	Existing Budgets
4.8	Work with families who have been identified as vulnerable, edge of care, seeking asylum to help provide support	KCC Social Care	CSP	March 2017	Existing Budgets
4.9	Work with Local Children's Partnership Group on delivering projects to meet local needs	LCPG CSU	CSP	March 2017	Existing Budgets

Priority Action		Lead Agency	Other Partners	By When	Funding
4.10	Link in with organisations that deliver education packages	KCC Safeguarding Team	CSU	June 2016	Existing Budgets
4.11	Promote Op Willow around Children Sexual Exploitation	CSU	CSP	April 2016	Existing Budgets
4.12	Work with schools and voluntary groups on awareness training. Consider a Community Safety app to assist Safeguarding	CSU	CSP	Sept 2016	Existing Budgets

Drugs

Since April 2013, drug offences are no longer recorded in the Victim Based Crime figures released by Kent Police. However, figures collated in iQuanta show total drug offences are down 8.1% (11 offences) with 125 recorded this year.

Kent Police has provided rolling data on Drug Offences and this has also seen a decrease of 3.3% (5 offences from 153 to 148).

1 September 2014 - 31 August 2015 there were a total of 321 hospital admissions from 238 individuals for mental and behavioural disorders due to psychoactive substance use (including alcohol and drugs) in the District. This is the second lowest figure in Kent, but an increase from last year.

Legal Highs

Legal highs are substances that have similar effects to illegal drugs like cocaine or cannabis. They are sometimes called club drugs or new psychoactive substances (NPS).

Many of these drugs are now controlled, but some are still legal to possess. This does not mean they are safe or approved for people to use. Some drugs marketed as legal highs actually contain ingredients that are illegal to possess. Currently there is no baseline data for the Sevenoaks District.

Alcohol

Until recently, alcohol misuse was measured using alcohol attributable hospital admission rates which have been increasing year on year on a District and County level². It is generally felt that these rates no longer accurately reflect alcohol admission trends as some 'attributable' conditions have undergone massive rises in admission rates over recent years.

² Kent has seen a steady increase of alcohol related hospital admissions over the past ten years and alcohol remains the most common substance for those seeking treatment; this year (June 2012 to May 2013) hospital admissions for evidence of alcohol involvement by Blood Alcohol has seen a Countywide increase of 76 (8.2%). Sevenoaks has seen the sharpest rise in numbers during this period (45.5%, 25 additional residents), making a total of 80 alcohol related hospital admissions this year.

Commissioned Services

CRI work closely with a range of partner agencies to improve outcomes for substance misusers. Greensands, a supported housing project in Sevenoaks, is assisted by CRI through the provision of group work and peer support to residents for their substance misuse. A joint working programme has also been developed with Sevenoaks area MIND, to deliver CRI programmes on a weekly basis to Greensands residents and a bi-weekly drop in and referral service for MIND service users. This will facilitate better access to drug and alcohol services for these clients.

Addaction are commissioned by Public Health to deliver services to young people.

The CSP also funds Kenward Trust to deliver Substance Misuse Youth Services Tier 1 and 2. October 14 - September 25 they have engaged with over 350 young people, visited over 20 hotspots that have been a community concern and engaged with schools to deliver substance misuse projects

Priority Action		Lead Agency	Other Partners	By When	Funding
SUBSTANCE MISUSE					
5.1	Preventative and early intervention youth work to address identified local needs and improve well-being of young people. Link with other services including Mental Health Services. Early intervention outreach to be targeted and responsive	KCA Substance Misuse TG Kenward Trust	EARLY HELP KCC Youth Services Early Intervention Team CCG	On going	Choosing Health CSP Alternative funding
5.2	Frequent attenders at A&E to do engagement and follow up visits	CCG Kenward Trust	CRI Schools Early Help WKHA Social Care	Sept 2016	Existing budgets
5.3	Structured interventions around NPS (Legal Highs) for all ages and to include offenders coming out of prison	CRI Police	KCA	March 2017	Existing Budgets
5.4	Mapping and evaluation of Substance Misuse services	CSU	CRI KCA Kenward Trust	March 2017	Existing Budgets
5.5	Local response to national campaigns including vulnerable adults, older people and public health campaigns	Substance Misuse Task Group	All Partners	March 2017	Existing Budgets

YOUNG PEOPLE including Cyber Bullying, Online Safety and Positive Projects

There has been a slight increase in the number of youth offenders (under 18 years) within the Youth Offending Service (YOS) for the first time in two years, This District has the 2nd lowest rate in the County and is significantly below the Kent average.

The data provided for bullying incidents across Kent is not consistently recorded so any analysis would be inaccurate. Whilst bullying is undoubtedly an issue for some young people, data is not included in the Assessment due to inconsistent reporting and recording methods.

The Kent Police Safer Schools Officer District posts were ended in May 2014 and a Police Divisional post was set up, with PCSOs attending primary schools and focusing on e-safety.

Sevenoaks District Council has been visiting schools with partner agencies to deliver e-safety and did an e-safety campaign in February 2015 with a poster campaign of which there were over 100 entries from young people.

Priority Action		Lead Agency	Other Partners	By When	Funding
YOUNG PEOPLE incl cyber bullying, online safety and positive projects					
6.1	Collaborate to identify repeat offending/vulnerability and put in place appropriate interventions	YOS LCPG CSU Police	Health Partners Housing	March 2017	Existing resources
6.2	Operationally understand the single point of access for mental health services	CSU	All Partners	June 2016	Existing resources
6.3	Raise awareness around speech and language difficulties	CSU	YOS Early Help	March 2017	Existing Budgets
6.4	Work with newly commissioned youth service to ensure best outcome for young people	KCC/SDC Early help	Town & Parish Councils Commissioned Bodies	Sept 2016	Existing Budgets
6.5	Continued promotion of online safety (train the trainer, own staff awareness and for young people)	CSU KSCB	All	March 2017	Existing Budgets
6.6	Youth Offending Service to work with young people on community payback projects	YOS	CSU	March 2017	Existing Budgets
6.7	Promote Women's Aid website for young people experiencing Domestic Abuse	Moat	CSU	June 2016	N/A
6.8	Identify repeat behavior in individuals (pre-offending) and work with Early Help to provide early intervention	YOS Early Help	CSU	March 2017	Existing Budgets

ROAD SAFETY

Road Traffic Accidents

Throughout Sevenoaks there are major trunk roads i.e. M25/A21 which facilitate the majority of traffic through the District. Unfortunately the figures for major trunk roads and local roads are not available separately and therefore include both local roads and major roads.

The number of KSI casualties recorded in Sevenoaks has increased year on year since 2012 and the figure for 2014 (73) is now above the 2004 to 2008 baseline average (70). Sevenoaks recorded the highest number of fatalities in the county (7), the majority of which were on roads under the responsibility of Highways England.

There were 6 serious and 42 slight child casualties recorded in Sevenoaks in 2014, both of which were higher than the previous 3 years and the 2004 to 2008 baseline average. Sevenoaks and Dartford recorded the highest proportion of car occupant casualties in the county (73%). Sevenoaks and Ashford are the only districts to record a higher proportion of pedal cycle casualties compared to pedestrian casualties.

Speed Watch

Speeding and perception of speed is a high concern for residents across the District and has featured in PACT Panel's action plans.

Speed Watch training has worked well in the District with residents being trained by Kent Police to monitor the speed of vehicles passing through their community

Priority Action		Lead Agency	Other Partners	By When	Funding
ROAD SAFETY					
7.1	Education, Restorative Justice and campaigns aimed at drivers, young people and other road users. Especially focus on the increase of accidents and incidents involving older people.	KFRS Police	CSP	March 2017	Existing Budgets
7.2	Address key areas such as speed, seat belts, drink/drug driving, mobile phones and 17-24 yr old drivers through local and national campaigns	Police KCC Road Safety Team	CSU KFRS	Sept 2016	Existing Budgets
7.3	Enforcement in key areas such as speeding, drink/drug driving, mobile phones	Police	CSU	Sept 2016	Existing Budgets
7.4	Work with KCC Highways on engineering especially around speed and risk areas	KCC Highways Police	CSU	Sept 2016	Existing Budgets
7.5	Minimum of 4 Multi-Agency events to address speed enforcement	Police KFRS	CSU All Partners	March 2017	Existing resources
7.6	Continue to deliver Speed Watch across the District	CSU	Police	March 2017	Existing resources KFRS
7.7	Work with KFRS on delivering their Road Safety Action Plan across the District	KFRS	CSU	March 2017	KFRS

GLOSSARY:

ASB - Anti-Social Behaviour

CCTV - Closed Circuit Television

CDAP - Community Domestic Abuse Perpetrators Programme

CSE - Child Sexual Exploitation

CSP - Community Safety Partnership

CSU - Community Safety Unit

DAVSS - Domestic Abuse Volunteer Support Services

EVA - Environmental Visual Audit

KCC - Kent County Council

KFRS - Kent Fire & Rescue Service

MSG - A Group of Partnerships thought by the Home Office to have similar characteristics and used for benchmarking purposes

NEET - Not in Education, Employment or Training

PACT - Partners and Communities Together

PCC - Police & Crime Commissioner

SDC - Sevenoaks District Council

YOS - Youth Offending Service

Membership of the Community Safety Partnership and contact details

Sevenoaks District Council Argyle Road Sevenoaks Kent TN13 1GP Tel: 01732 227000 Web: www.sevenoaks.gov.uk	Kent Police 1 Pembury Road Tonbridge Kent TN9 2HS Tel: 01622 690690 Web: www.kent.police.uk	Kent Fire & Rescue Service West Group HQ Sevenoaks Fire Station London Road, Sevenoaks Tel: 01622 692121 Web: www.kent.fire-uk.org	Police & Crime Commissioner Kent Police Headquarters Sutton Road Maidstone ME15 9BZ Tel: 01622 677055 Web: www.kentpa.kent.police.uk
NHS West Kent CCG Wharf House, Medway Wharf Road Tonbridge Kent TN9 1RE Tel: 01732 375200 Web: www.westkentpct.nhs.uk	Kent Surrey and Sussex CRC Ltd 56 - 58 College Road Maidstone Kent ME15 6SJ Tel: 03000 473216 Web: www.kentprobation.org	KCC Social Services Worrall House 30 Kings Hill Avenue, Kings Hill, West Malling Tel: 0300 041 1400 Web: www.kent.gov.uk	KCC Children, Families and Education The Willows Hilda May Avenue, Swanley, Kent, BR8 7BT Tel: 0300 041 1400 Web: www.kent.gov.uk
KCC Youth Offending Service Kent County Council Invicta House 2nd Floor Sessions Square Maidstone ME14 1XX Tel: 03000 421407 Web: www.kent.gov.uk	KCC Youth Service Area Youth Officer C/o Swanley Youth Centre St. Mary's Road Swanley Kent BR8 7BU Tel 01322 615275 Web: www.kent.gov.uk	KCC Trading Standards PO Box 286 West Malling Kent ME19 4HW Tel: 03454 040506 Web: www.kent.gov.uk	KCC Community Safety Sessions House County Hall Maidstone ME14 1XQ Tel: 01622 696575 Web: www.kentpartnership.org.uk
West Kent Housing Association 101 London Road Sevenoaks Kent TN13 1AX Tel: 01732 749400 Web: www.westkent.org	Kenward Trust Kenward Road Yalding Maidstone Kent ME18 6AH Tel: 01622 814187 Web: www.kenwardtrust.org.uk	MOAT Homes Galleon Boulevard Crossways Dartford Kent DA2 6QE Tel: 0845 600 1006 Web: www.moat.co.uk	West Kent Extra 101 London Road Sevenoaks Kent TN13 1AX Tel: 01732 749400 Web: www.westkent.org

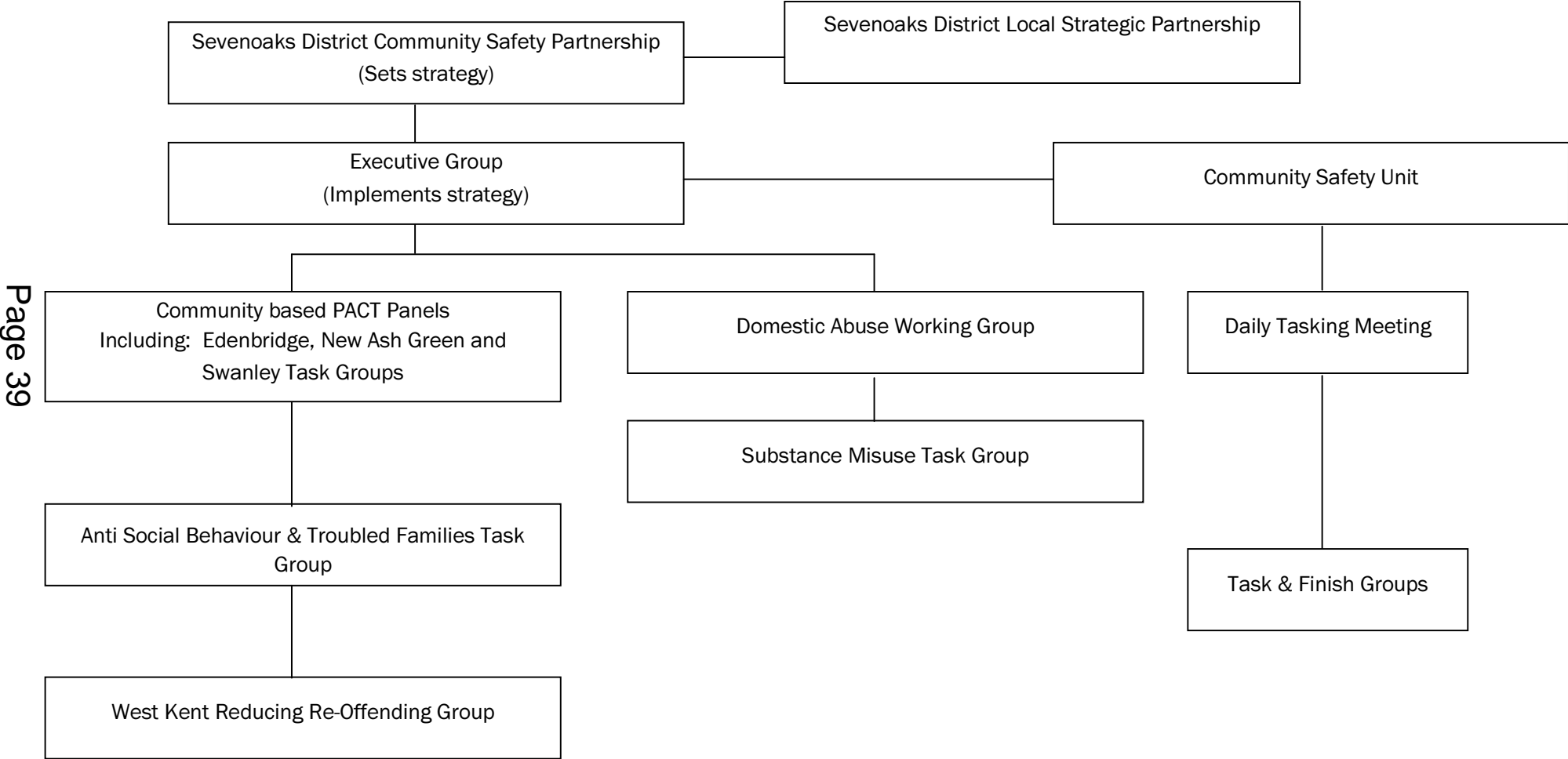
Imago 17-19 Monson Road Tunbridge Wells Kent TN1 1LS Tel: 01892 530330 Web: www.imago.org.uk			
--	--	--	--

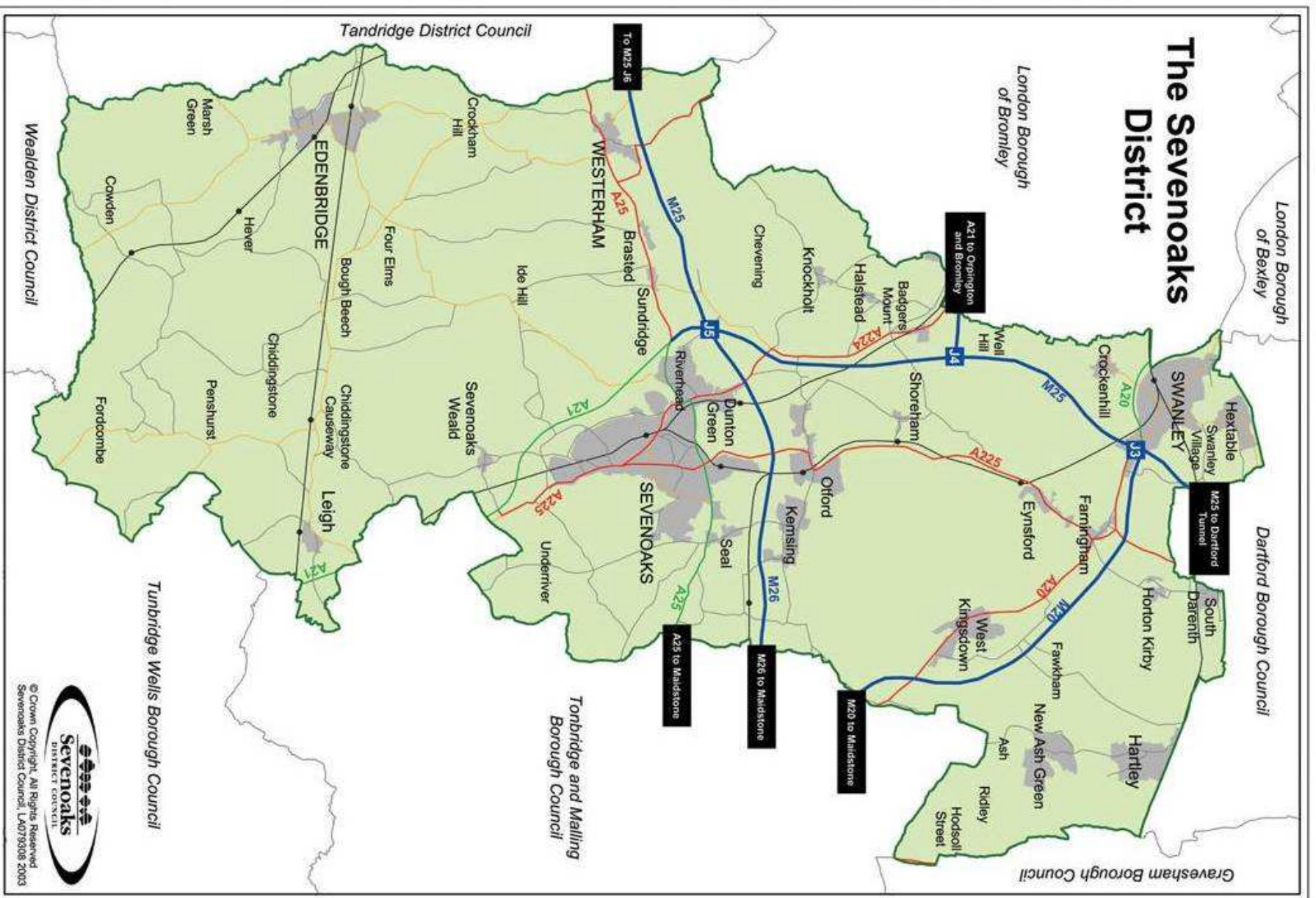
Terms of Reference

The Partnership's terms of reference are to:

- Undertake periodic reviews of community safety in the District and disseminate the findings to the public
- Develop a yearly strategy and action plan to tackle community safety
- Monitor and report progress in meeting the agreed targets and actions
- Secure resources and funding from parent organisations and others for projects to address agreed shared priorities in the Community Safety Action Plan
- Act as a forum for discussion of topical local community safety issues and agree follow up actions if appropriate
- Promote community safety in the District in conjunction with other local organisations and bodies
- Co-ordinate and maintain an overview of all activities relevant to community safety in the District.

Structure of Sevenoaks District Community Safety Partnership





Enquiries to:

Community Safety Manager
Sevenoaks District Council
PO Box 183, Argyle Road
Sevenoaks, Kent TN13 1GP
Telephone 01732 227000
Fax 01732 742339
Minicom 01732 227496
E-mail community.safety@sevenoaks.gov.uk



This page is intentionally left blank

SEVENOAKS DISTRICT TOURIST ACCOMMODATION

Economic & Community Development Advisory Committee - 17 March 2016

Report of Chief Officer - Communities & Business

Status: For Consideration

Key Decision: No

Executive Summary: This report summarises the Economic Development aspects of a study by Hotel Solutions into tourist accommodation in the District.

Members are asked to note this report.

This report supports the Key Aim of Retaining existing businesses and encouraging new businesses

Portfolio Holder Cllr. Roddy Hogarth

Contact Officer Hayley Brooks Ext.7272

Recommendation to Economic & Community Development Advisory Committee:

That the contents of the report be noted.

Introduction and Background

- 1 Hotel Solutions were commissioned in 2015 to undertake a study of tourist accommodation in the Sevenoaks District.
- 2 This report covers current supply, local drivers of demand growth and a review of national trends in hotel and visitor accommodation development and staying-tourist markets.

Current Tourist Accommodation Supply

- 3 There are currently 99 tourist accommodation establishments in Sevenoaks District offering approximately 1,123 bedspaces. The greatest bedspace capacity is in serviced accommodation, with hotels accounting for 33% of the District's total bedspaces, guest houses and B&Bs 18 % and inns 12%. Self-catering accommodation makes up 15% of the total tourist accommodation supply, while touring caravan and camp sites account for only 5% of total stock.
- 4 The District only has two small glamping sites. It has two residential conference and study centres, two bunkhouse barns and a naturist spa

Agenda Item 8

resort. It has no mainstream spa resorts/health farms, camping pod sites, holiday lodge complexes/ holiday lodge parks, or caravan holiday home parks.

- 5 There are concentrations of tourist accommodation in and around Sevenoaks Town, the Edenbridge/Hever area and the Brands Hatch area. The quality of tourist accommodation in the District appears to be good. There is very little boutique tourist accommodation in the District. Tourist accommodation businesses are generally small-scale operations. There is only one large hotel with more than 100 bedrooms - The Brands Hatch Hotel. Other hotels are all small to medium-sized properties. The Kings Arms Hotel in Westerham and Leicester Arms Hotel at Penshurst are larger inns.
- 6 Hever Castle Luxury B&B stands out as a large, luxury B&B operation, with 28 guest bedrooms. Other B&Bs are very small. The District's self-catering accommodation supply is predominantly in single units. The District has no holiday cottage complexes with leisure. There is only one large 'super' cottage that can cater for family and friend get togethers. Accommodation that is adapted for disabled people is very limited.
- 7 There has been relatively little change to the District's tourist accommodation supply in the last 5 years. The most significant changes have been: the opening of the Premier Inn at Swanley in 2012; the repositioning of The Leicester Arms Hotel at Penshurst as a gastropub with boutique bedrooms in 2013; the opening of the luxury B&B accommodation at Hever Castle in 2012 and subsequent expansion in 2015; and the conversion of the Hever Hotel to the Chateauform residential conference centre in 2011.

Hotel Markets

- 9 Business class hotel performance was very strong in 2014 in Swanley and Tonbridge. Business class hotels in these locations consistently filled and turned significant business away on most nights of the week, other than Sunday, for much of the year.
- 10 Average room rates are high for Swanley and Tonbridge business class hotels and above the levels achieved by most of the District's 3/4 star hotels.
- 11 Room occupancies have strengthened for the District's 3/4 star hotels but remain slightly below national provincial chain hotel averages. Quality issues with some hotels appear to be a key factor limiting their ability to achieve higher room rates. Some have seen an uplift in room rates. Others have dropped room rates and taken more business from lower-rated markets.
- 12 Current midweek markets for the District's hotels are:
 - Local corporate business - for all standards of hotel;
 - Contractors for business hotels and some 3 star hotels;

- Residential conferences for country house, and to a lesser extent 4 star hotels;
- Spa breaks for country house hotels;
- Midweek breaks for some 3/4 star hotels, primarily driven through special offers and deals;
- UK and overseas tour groups in the summer months for one hotel;
- Overseas tourists for one 3 star hotel
- Midweek business from Brands Hatch for one hotel in terms of motor racing teams practising or testing cars and people coming for driving experiences on the track.

13 Current weekend markets are:

- Weddings parties;
- Weekend leisure breaks;
- People attending events at Brands Hatch and other events in the area. There are only two major events at Brands Hatch that generate demand for hotels across the District.
- People visiting friends and relatives - a key weekend market for business class hotels;
- Overseas tourists during the summer.

14 The business class hotels in Swanley and Tonbridge consistently turn away significant business on all four midweek nights and Saturday nights throughout the year, and Friday nights between April and October. There is evidence of shortages of hotel accommodation in Sevenoaks Town and Westerham on Monday, Tuesday, Wednesday and Saturday nights. The District's 4 star and country house hotels only consistently turn business away on Saturday nights between April and October.

Future Demand Prospects

- 15 There are good prospects for future growth in demand for all forms of tourist accommodation in Sevenoaks District. The District is well placed to benefit from national trends in terms of:
- The continued growth in demand for domestic short breaks from people in their 50s and 60s whose children have left home, family and people born in the 1980s and 1990s who are now in their 20s and 30s.
 - The growth in demand for leisure trips linked to visits to friends and relatives.

Agenda Item 8

- The increasing interest in activity holidays and breaks and spa breaks.
- The growth in demand for intergenerational family holidays and breaks.
- The trend for families and friends to get together for celebration weekends, reunions and weekends away.
- The growing market requirement for high quality, distinctive and contemporary accommodation.
- The increasing importance of online marketing and booking channels and social media for short break decision making and planning, enabling accommodation businesses to reach customers much more cost effectively than they have ever been able to before.

In terms of growth prospects by market:

- Corporate demand for hotel accommodation should grow in line with economic growth in the District and surrounding area. The huge amount of office space that is planned at Ebbsfleet Valley and redevelopment of Fort Halstead will be key drivers of growth in corporate demand in the north of the District.
- The construction of the Paramount London Resort and Ebbsfleet Valley, together with the development of Fort Halstead, the hotel planned at the London Golf Club and regeneration projects in Swanley and Sevenoaks are likely to result in a significant increase in demand from contractors for business class hotel accommodation.
- Existing and new 4 star, boutique and country house hotels in the District with good conference facilities should be able to benefit from the continuing recovery and renewed growth in the residential conference market.
- There is good potential for high quality tourist accommodation businesses in Sevenoaks District to target the UK leisure break market for both midweek and weekend business.
- The opening of the Paramount London Resort, potentially in 2020, will result in a step change in demand for family breaks in Sevenoaks District for tourist accommodation businesses that can cater well for this market.
- Overseas tourist demand for high quality tourist accommodation in Sevenoaks District should grow as inbound tourism to London, Kent and the South East.
- There is scope for growth in UK and overseas tour group demand for larger full service hotels in the District that want to use this market to boost off-peak periods. This is however low-rated business that hotels will generally

limit, particularly if they are able to attract demand from higher paying markets.

- Demand from wedding parties and people visiting friends and relatives should grow as the District's population increases.

Tourist Accommodation Development Trends

- 16 The study identified the following trends in rural tourist accommodation development in the UK:
- The continuing success and expansion of business hotel chains.
 - The development of boutique hotels, inns, restaurants with rooms, B&Bs and self-catering accommodation in market towns and rural areas - trends that are beginning to emerge in Sevenoaks District.
 - New luxury and boutique country house hotels.
 - The development of hotels and holiday lodges on golf courses.
 - The conversion of redundant farm and rural buildings to holiday cottages and holiday cottage complexes, in some cases with leisure facilities.
 - The development of large 'super' cottages that can cater for the growing demand for family and friend get-togethers and celebrations.
 - The development of holiday lodge complexes and small-scale holiday lodge parks.
 - The development of fishing lodges.
 - Eco camping.
 - The increasing provision of camping pods.
 - The rapid development of glamping

Tourist Accommodation Development Opportunities in Sevenoaks District

- The District is well placed to capitalise on the projected growth in the domestic short break and overseas tourist markets;
- The projected population growth in the District will drive growth in weddings business and visits to friends and relatives;
- Growing contractor demand for business class hotel accommodation as the major construction projects are progressed in surrounding areas and within the District;

Agenda Item 8

- Depending on demand from walkers there could be a need/ opportunities for further accommodation provision along the North Downs Way National Trail and Greensand Way, in terms of pub accommodation, B&Bs, camp sites and possibly a network of camping pods.

Capitalising on the Opportunities - The Role of Sevenoaks District Council

17 Consideration could be given to:

- A planning policy position relating to tourist accommodation development and retention.
- More proactive support by, for example engaging with accommodation owners, identification of properties that might potentially be suitable for conversion to boutique hotels; development of a tourism business prospectus
- Encouraging a more strategic approach to the allocation of public sector funding for tourist accommodation development schemes through the West Kent LEADER Programme and other EU Government funding that may be able to support tourist accommodation in the District
- Providing further information and advice to those that might be considering tourist accommodation development proposals in the District.
- .The provision of business and marketing support for tourist accommodation operators.

Action to grow the staying visitor market in the District through effective destination marketing and leisure tourism product development focused on boosting demand at the times when tourist accommodation establishments most need additional business.

Next Steps

- 18 The Tourist Accommodation Study provides a snapshot of the District's tourist accommodation sector and its development potential at one point in time. Moving forward it will be important for the District Council to monitor how the sector is developing and performing over time to establish ongoing priorities for the further development of tourist accommodation, and to evaluate the impact of any interventions to proactively support the development of the sector. This can best be achieved through periodic in-depth research, rather than ongoing surveys, which are very time consuming and costly to deliver.
- 19 With a currently limited stock of tourist accommodation, it is clear that growth in staying tourism, and the resulting boost that this will give to the District's economy, would require additional tourist accommodation. The Tourist Accommodation Study shows potential for a wide range of different types of tourist accommodation across the District. While the market may begin to deliver new supply, there is much that Sevenoaks District Council can do to accelerate tourist accommodation development through a

positive, flexible and enabling planning policy framework, investment and proactive interventions to raise awareness of the opportunities and provide support.

Key Implications

Financial

There are no financial implications associated with this report.

Legal Implications and Risk Assessment Statement.

There are no legal or human rights issues relating to this report.

Equality Assessment

The decisions recommended through this paper have a remote or low relevance to the substance of the Equality Act. There is no perceived impact on end users.

Conclusions

The Tourist Accommodation Study sets out future growth prospects for tourist accommodation in the Sevenoaks District. The District is well placed to capitalise on projected growth in the domestic short break and overseas tourist markets.

Background Papers: Sevenoaks District Tourist Accommodation Study

Lesley Bowles
Chief Officer Communities & Business

This page is intentionally left blank

Economic & Community Development Advisory Committee Work Plan 2015/16 (as at 26/02/2016)

17 March 2016	13 June 2016	11 October 2016	13 December 2016
<p>West Kent Leader - Update</p> <p>Economic Development Strategy Monitoring</p> <p>Draft Community Safety Plan 2016/17</p> <p>Hotel Study - brief update</p>	<p>Community Safety Annual Report</p> <p>Emergency Plan/Business Continuity</p> <p>Swanley Economic Development Strategy</p>	<p>Budget: Review of Service Dashboards and Service Change Impact Assessments (SCIAs)</p>	

This page is intentionally left blank