

## Agenda Item 10

Responses to the Economic Development Strategy Consultation Draft – received after Committee publication date		
Response from:	Response	Comment
Sevenoaks Town Council	Sevenoaks Town Council welcome the opportunity to comment on this document, and are in general support of the aims and aspirations set out within it. Sevenoaks Town Council wished to thank the staff at Sevenoaks District Council, and the Portfolio Holder for their work in drafting it.	Noted
	Throughout the document the proposal to extend Zone 6 to Bat and Ball is highlighted, Sevenoaks Town Council requested that this proposal be extended to encompass Sevenoaks Mainline Station.	Members' views are sought
	the reference to “team around the business” is vague, and the Town Council would request that a named individual or central email address be provided for the convenience of new/prospective businesses	This will be included in the Team Around the Business promotional material when the scheme is finalised.
	Sevenoaks Town Council requested a specific reference to the redevelopment of Sevenoaks Community Centre and the positive impact this would have on the wider regeneration plans for Bat and Ball	This can be included in the ‘Places for Growth and Improvement’ section
	It was noted that Knole were anticipating a double of their visitors as part of their restoration project, and that more should be done to capitalise on this influx of visitors to the town, which could benefit Town Centre retailers.	There is a commitment to work with tourism partners to develop a destination management plan and to provide networking for tourism businesses. This should include networking with town centre partnerships.
Riverhead Parish Council	No consumer groups have been consulted except ‘young people’ at several locations. A survey around people who are shopping in town would have been welcome.	This is a strategic document which covers the whole district and further consultation will be required when taking forward some of the actions in various localities. A survey of all businesses was undertaken and the response helped to shape the draft document. Every effort was made to reach as wide a variety of groups as possible.
	Cycling facilities should be included.	We make reference to the Sevenoaks District Transport and Cycling Strategy in the document, saying that it identifies a number of schemes that promote sustainable forms of transport.

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	Under places for growth and improvement, attracting further high street names should not be a target. Small specific retailers should be encouraged.	P33 of the document refers to Marks and Spencer and Waitrose saying they ‘should help Sevenoaks town to remain an important shopping centre in the future, attracting further high street names as well as boosting football to the benefit of the smaller, independent traders’. <b>Members views are sought.</b>
	Traffic issues to be considered when planning permissions granted to developers, especially in the busy London Road”	Action 3.4 supports efforts to ease congestion in Sevenoaks and Swanley.
	The specificity of each town should be enhanced. A study on the businesses/trade (independent or not) they type of market and the architectural particularities of each town should be added.	Again, this is a strategic document and any more localised actions would need to look at the locality in more detail. There are actions under inward investment to encourage viable and vibrant town centres through a range of partnerships and to market the District as a place to work live travel and stay.
National Farmers’ Union	Agriculture and horticulture have not been given specific and targeted consideration	Actions have been added following a consultation with rural regarding a Produced in Sevenoaks campaign, rural sectors skills and rural worker accommodation workshops, enhancing the rural economy through Leader and renewable energy schemes (woodburning), which address some of the issues raised by the NFU. Further consideration can be given to this but the comments have been received very recently.

Tabled at Economic and Community Development Advisory Committee, 21<sup>st</sup> October 2014