

Sevenoaks

T O W N P A R T N E R S H I P

Strategic Aims

Sevenoaks Town Partnership
c/o Sevenoaks Town Council
Town Council Offices
Bradbourne Vale Road
Sevenoaks,
Kent
TN13 3QG

01732 459953

admin.tp@sevenoakstown.gov.uk

Sevenoaks Town Partnership Strategic Aims completed between 2011-2016

No	Aim	Topic & Aim Achieved
1	Increasing visitors to Sevenoaks Town	<ul style="list-style-type: none"> I. Production of website – Provide central e-location for information relating to Sevenoaks. Promote the town’s visitor attractions, events and businesses II. Transport link from Knole to Town Centre (Vintage Bus) – Encourage visitors from Knole into Town Centre and vice versa. To provide ‘Vintage Bus’ during summer months on circular route: Station, Stag, Sencio, Knole - £2.00 daily ticket III. Events – Promote a calendar of events. Aim for one event per month IV. Musical entertainment – Encourage more outside musical entertainment on Saturdays and evenings V. Markets – Support and promote – consider night time market VI. Sevenoaks Loyalty Card – Assist and promote with Sevenoaks Loyalty Card – Now supporting Lovelocal Card VII. Twinning – Promote Sevenoaks as a visitor designation within Twinning Towns via links to websites
2	Branding Sevenoaks	<ul style="list-style-type: none"> I. Consultation – To gather ideas and information from local organisations relating to the Sevenoaks ‘brand’
3	Investigating and investing in different forms of digital marketing	<ul style="list-style-type: none"> I. Production of website – Provide central e-location for information relating to Sevenoaks. Promote the town’s visitor attractions, events and businesses

Sevenoaks Town Partnership's Strategic Aims 2016-2021

		<ul style="list-style-type: none"> II. Information screens – Install information screens in high footfall areas to promote other attractions, businesses and events in the town. An opportunity to advertise and provide information III. Google Maps – Include on website IV. Facebook & Twitter – Encourage regular updates about the positive activities happening in the town V. Cross promotion between websites – Encourage links between websites VI. Information pods – Located in public areas to enable access to information
4	Providing a calendar of events	<ul style="list-style-type: none"> I. Calendar of events – To promote more widely current events. To aim to assist with establishing and promoting one event per month
5	Marketing the Town as a clean and safe place to live and visit	Ongoing
6	Produce initiatives to address the empty shop issue	<ul style="list-style-type: none"> I. Landlord Audit – Carry out audit of landlords to enable contact and then potential use of empty shops for alternative short term provision – completed by SDC II. Bligh's 2 – Encourage and assist where possible the completion of Bligh's 2 including presence of key stores III. Start up businesses – STP to showcase – within STP Business Awards (New Business under 5 years)
7	Improve engagements between public and private and community sector partners in order to use this combined expertise to improve the town	<ul style="list-style-type: none"> I. STP Database – Increase business database to enable improved engagement II. Skills Audit – Prepare a skills audit relating to STP members and partners III. Highway Banners – When not in use by paid advertising revert to generic advertising banner for the town IV. Neighbourhood Plan – Create a Neighbourhood Plan with the aim of becoming Planning Policy Guidance for the Town Centre

Sevenoaks Town Partnership's Strategic Aims 2016-2021

8	Encourage inward investment in the town and make Sevenoaks attractive for businesses looking to start up	<ul style="list-style-type: none"> I. Promote the town – Use all e-marketing opportunities available to promote the town II. Business to Business – Encourage public and businesses to use local suppliers and keep the pound local – Via Business Show
9	Improving the accessibility and environment of Sevenoaks Town	<ul style="list-style-type: none"> I. Promotion of accessibility – Website information to include accessibility logo II. Promote key areas of environment and of points of interest – Work in partnership with Sevenoaks Society to use digital images (provided on information screens) III. Car Parking – Liaise with SDC re potential for partial refund scheme for local car parks – Neighbourhood Development Plan Commissioning & Integrated Transport Strategy IV. Transport – Improve the station, train and bus links to the town (Number 8 and Vintage Bus) V. Sevenoaks Station – Improve the area around the outside of the station – see proposals within the Integrated Transport Strategy

Strategic Aims for 2016-2021

1. Increasing Visitors to Sevenoaks Town

Topic	Aim	2016	2017	2018	2019	2020	2021	£	Update / achieved
Night time economy	Promote regular late night shopping and evening café culture								<ul style="list-style-type: none"> Continue to promote Thursday Evenings in Summer Liaise with Hollybush Retailers Liaise with Bligh's
Independent specialist shops	Promote independent and specialist shops – cheese shop, butchers, bookshop, cd shop, chocolate shop – with the aim to promote individuality of Sevenoaks								<ul style="list-style-type: none"> Highlight on digital marketing Seek to develop night time economy via Sevenoaks Town Partnership initiatives, entertainment on the Vine one evening per week Also promoted in Business Awards
Host annual conference	e.g. Clown's Festival / Music Hall and Variety Festival / Comedy Fringe								<ul style="list-style-type: none"> Further research to be undertaken.
Signage	Encourage good signage – particularly from station, and for markets								<ul style="list-style-type: none"> Being reviewed within Neighbourhood Development Plan
Sevenoaks Gateways	Review aesthetics of Gateways to the town – consider additional improvements								Being reviewed within Neighbourhood Development Plan

2. Branding Sevenoaks

Topic	Aim	2016	2017	2018	2019	2020	2021	£	Update / achieved
Branding established	Continue to promote								

3. Investigating and investing in different forms of digital marketing

Topic	Aim	2016	2017	2018	2019	2020	2021	£	Update / achieved
Online sales promotion	Encourage people to stay in or visit Sevenoaks								Included within website specification
Viral marketing – you tube	Encourage you tube advertising								
Digital availability	Ensure that those without access or inability to use online sites are not left out								Regular production of printed material where possible

4. Providing a calendar of events

Topic	Aim	2016	2017	2018	2019	2020	2021	£	Update / achieved
Comedy Fringe Festival	Pre Edinburgh festival – increase visitors to town								<ul style="list-style-type: none"> Further research and provision of sponsorship to be undertaken
Independent Film Festival	Increase visitors to the town								<ul style="list-style-type: none"> Further research and provision of sponsorship to be undertaken
Independent Shopping Day – 4 th July	Promote Sevenoaks independent retailers								
Create Key Events for following months: January February – Mayors Quiz Night March									

Sevenoaks Town Partnership's Strategic Aims 2016-2021

<p>April – Business Show and launch of Business Awards nominations May- Wellbeing Show and Food Festival June – In Bloom, Bands on the Vine, Summer Festival July – Bands on the Vine August – Summer Play Dates September – Business Awards and Food Festival November – Torchlight Parade and Christmas Light Switch on December – Food Festival, Pantomime</p>									
Events Committee	Continue to encourage shared use of resources between different organisations								
Financing key events	Encourage businesses to contribute eg. Christmas Lights and Sevenoaks in Bloom								

5. Marketing the town as a clean and safe place to live and visit

Topic	Aim	2016	2017	2018	2019	2020	2021	£	Update / achieved
Purple Flag	Apply and promote Purple Flag status								Further research to be carried out
Crime Statistics	Promotion of good crime statistics – e.g. one of the safest place in the UK								
Market Sevenoaks attributes	Clean, green, spacious, wildlife, cycling, golf, walking								

6. Produce initiatives to address the empty shop issue

Topic	Aim	2016	2017	2018	2019	2020	2021	£	Update / achieved
Business Rates	Campaign for a rate free period for new businesses								
Business Rates / BIDS	Campaign for a % to be returned to local community – consider applying for BIDS								Presentation for STP members to be arranged
Local Art Groups	Assisted to use empty window space								
Reduced rent schemes	Campaign for landlords to offer incentive rent for new businesses								
Secondary Shopping Centres	To encourage shopping facilities in St Johns and station (square) London Road								Liaison with Holly Bush Retailers commenced August 2016
Encourage Range of Shops	Forward public data/research to landlords re desired facilities								
STP promotional banner for empty shops	Place attractive information banner in empty shop windows								

7. Improve engagements between public, and private and community sector partners in order to use this combined expertise to improve the town

Topic	Aim	2016	2017	2018	2019	2020	2021	£	Update / achieved
STP Newsletter	To provide regular information on the activities of the STP and how to become involved								Being produced by STC / STP
STP 'Community Meetings'	Three meetings to be arranged per annum to discuss particular topics – meetings open to all to attend								Outstanding

Sevenoaks Town Partnership's Strategic Aims 2016-2021

Increase awareness of STP activities	Arrange events Coordinate marketing Engage with partners to promote STP activities								Ongoing <ul style="list-style-type: none"> STP brand awareness Business Shows/Business Awards/Regular communication
Young People	Consult with young people to discuss future visions								Youth café could be used to assist with this
Library	Involve the library more								Infopod Installed removed in 2015 and placed in Sencio Foyer
Town Health Check	Initiate a 'Town Health Check' identify good and poor attributes of town								Assistance available as being one of national Town Teams
Youth Café	Promote benefits of youth café – benefit to parents and carers whilst eating out, shopping, using leisure facilities								Opened in July 2012. Meets one of Portas recommendations

8. Encourage inward investment in the town and make Sevenoaks attractive for businesses looking to start up

Topic	Aim	2016	2017	2018	2019	2020	2021	£	Update / achieved
Business Angel Scheme	Create a Sevenoaks Business Angel Scheme								Research needed
Disabled Access to Bat & Ball Station	Support the regeneration of the station, including disabled access								Part of STC regeneration scheme. Provision agreed subject to funding.
Public Realm	Support proposals for improvements to the Public Realm eg. Benches, street furniture								
Culture	Support cultural activities and provisions throughout the town, working with partners including schools to achieve this								Recognise economic benefits of the Stag in the town.

Sevenoaks Town Partnership's Strategic Aims 2016-2021

Grot Spots	Support proposals for addressing identified 'Grot Spots' in the town: Bat & Ball Station Post Office external area Station square Station bridge Stag Wall – walkway to car park One Stop Fountain Other areas identified in NDP								
Britain in Bloom	Support methods to improve the aesthetics of the town via the Britain in Bloom initiative working with partners and volunteers								Needs increased financial support from businesses as other towns.

9. Improving the accessibility and environment of Sevenoaks Town

Topic	Aim	2016	2017	2018	2019	2020	2021	£	Update / achieved
Town Trail	Consider implementation of tourist town trails								Further research to be undertaken
Bat & Ball Station	Support proposals for the regeneration of the station and surrounding areas								SDC Economic Development Plan September 2014. STC Regeneration of area. STC taking long term lease on station building to refurbish
Community/Conference Centre	Support the development of the Community Centre to include conference facilities								
Friends of Bat & Ball Station	Encourage group interaction in development of station and station building							£5,000	