

MAIDSTONE BOROUGH COUNCIL

STRATEGIC PLANNING, SUSTAINABILITY AND TRANSPORT COMMITTEE

6 OCTOBER 2015

REFERENCE FROM HERITAGE, CULTURE AND LEISURE COMMITTEE

1. DESTINATION MANAGEMENT PLAN

- 1.1 On 13 July 2015 the Heritage, Culture and Leisure Committee considered the report of the Head of Economic and Commercial Development on the Destination Management Plan. The Committee noted that the Destination Management Plan Steering Board was constituted from stakeholders across the leisure and tourism industry, and nominated a member of the Committee to sit on the Board. Members heard that, at the launch of the Destination Management Plan, several task and finish groups were established to look in further detail at different aspects and opportunities.
- 1.2 The Committee recognised that there were strategies within other Service Committees remits that could assist and affect the delivery of the Destination Management Plan.
- 1.3 After the meeting Officers confirmed the titles of the Destination Management Plan Task and Finish Groups as follows:

Group One: River

Group Two: Town

Group Three: Events

Group Four: Countryside

2. RECOMMENDED:

- 2.1 That a Member be nominated as the representative of the Committee on any relevant Destination Management Plan Task and Finish Groups.