

**MAIDSTONE BOROUGH COUNCIL**

**STRATEGIC PLANNING, SUSTAINABILITY AND TRANSPORT COMMITTEE**

**10 NOVEMBER 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 (DMP). The Committee noted that the Destination Management Plan Board was constituted from two officers, one Councillor, a representative from Visit Kent and six stakeholders from across the visitor economy sector, and nominated a member of the Committee to sit on the Board. Members heard that, at the launch of the Destination Management Plan, several working groups were established to work on the delivery of the DMP Action Plan.
- 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 At the meeting the following decision was made:

That the Committee approve and adopt the Destination Management Plan for the Borough of Maidstone and endorse the Action Plan accompanying the Destination Management Plan provided a member representative from each Service Committee is included in the membership of relevant Task and Finish Groups.
- 1.4 After the meeting Officers confirmed the titles of the Destination Management Plan working groups as follows:

Group One: River

Group Two: Town

Group Three: Events

Group Four: Countryside
- 1.5 Heritage, Culture and Leisure Committee made a reference to Strategic Planning, Sustainability and Transport Committee recommending:

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

- 1.6 Strategic Planning, Sustainability and Transport Committee responded to the reference as follows:

That the Heritage, Culture and Leisure Committee provide additional details of the Destination Management Plan's Task and Finish Groups, to include the terms of reference for each Group, dates and times of meetings and information on other Task and Finish Group members.

- 1.7 The Head of Commercial and Economic Development, Dawn Hudd, has produced a document outlining the composition and role of the DMP Board and working groups, attached at Appendix A.

## 2 **RECOMMENDED:**

- 2.1 That one Member of the Strategic, Sustainability and Transport Committee be confirmed as the Committee's approved representative, to be co-opted onto any of the Task and Finish groups when required for specific tasks relating to the Strategic Planning, Sustainability and Transport Committee's remit or decisions, as and when the working groups see fit.