

**MAIDSTONE BOROUGH COUNCIL**

**COMMUNITIES, HOUSING AND ENVIRONMENT COMMITTEE**

**17 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. 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 The decision of the Committee was:

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 Task and Finish Groups and explained that, at the launch event, several Councillors had become members of the task and finish groups, one of which was a Member of Communities, Housing and Environment Committee as follows:

Group One: River – Councillor Newton

Group Two: Town

Group Three: Events

Group Four: Countryside

1.5 The Head of Commercial and Economic Development, Dawn Hudd, has produced a document outlining the terms of reference of the working groups, attached as Appendix A.

**2. RECOMMENDED:**

2.1 That one Member of the Community, Housing and Environment 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 Community, Housing and Environment Committee's remit or decisions, as and when the members of the Task and Finish Group see fit.