



THE FAVERSHAM SOCIETY

FOUNDED 1962

FLEUR DE LIS HERITAGE CENTRE

ESTABLISHED 1977

Company No. 7112241, Registered Charity No.1135262
Address 10-13 Preston Street, Faversham, Kent ME13 8NS

Trustees: Harold Goodwin (Chair), Jonathan Carey, Matthew Hatchwell, Mike Henderson, Andrew Holden, Sophie Kemsley, Brian Kelsey, Anne Salmon, Laurie McMahon, Tim Stonor, Graham Warner, Heather Wootton, Christopher Wright, Sir David Melville (Vice-Chair) and Katie Begg.

Minutes of the meeting of the Board of Trustees held on Tuesday, 24th November 2020

Present: HG, KB, CW, MH, MHe, BK, DM, MHe, AS, HW, SK, LM, Lyn Newton

Part I

Agenda Item	Minutes	Actions
Apologies	<ul style="list-style-type: none">AH, TS, JC notified that he would be late to the meeting	
Lyn Newton, Guest Speaker	<ul style="list-style-type: none">Lyn Newton (LN) has been invited to speak to the BoardLN has been redeployed to COVID 19 work from her usual duties at the local authority since March 2020, but will hopefully return to her duties in the near future.LN reflected on the impact of COVID 19 on heritage and tourism in Swale.COVID 19 has forced people to think about what we value in our natural and built environments, and has made people think about how	

	<p>we support organisations and cultural life. There is also a challenge to engage new audiences.</p> <ul style="list-style-type: none">• Heritage is part of Swale's DNA, and remains a priority in strategic and budgetary decisions.• COVID 19 has had a huge impact on Swale, particular on community and voluntary organisations. As visitors, people have also been challenged with new decisions.• There has been greater reliance on social media for destination information, and online resources for engagement.• The Heritage Strategy and Visitor Economy Framework are both vital documents produced by Swale, and have significant resources attached. They are a starting point for all organisations to open up discussions with local authorities. Some organisations are already using them in funding applications. They are not statutory documents but are incredibly useful in setting objectives and priorities.• Swale recognises it can only deliver these strategies with partnership working with local organisations.• There is still positivity and confidence in the heritage sector in Swale. There is an extensive plan for the creek area at Sittingbourne. It is early days, but the visioning has been achieved and small-scale capital works are underway to get the site to function as a whole as a heritage destination.• The situation with COVID has brought innovation, but also posed huge challenges.• The period of recovery being discussed suggests dividends from recovery will be within a five-year time frame.• The Faversham Society assumes a role of responsibility in the fight back – including engaging residents as the new tourists.	
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	<ul style="list-style-type: none">• The Faversham Society is best placed to understand how to reinvigorate tourism in Faversham and capitalise on new local interest.• It is likely that residents will want to reconnect and have human interaction at the VIC. However, it is likely that less paper documentation will be required because there will still be a need to limit contact.• Many large funding bodies will be supporting COVID-19 recovery plans.• Outdoor areas, activities and destinations will continue to be popular. Web pages that highlight outdoor pursuits have been the most popular during the pandemic.• Digitised heritage assets will be valuable – and self-guided walk products etc are likely to be popular.• Swale has undertaken a digital audit of its own tools, and received a critical report. Swale is now committed to doing better and is seeing results already.• There are opportunities for guest blogs – which is a good opportunity to reach out to journalists too.• Heritage and tourism will be integral to Swale’s recovery strategy, and are economically critical to the Borough.• There is opportunity in Faversham to create more heritage products.• MHa asked about the Heritage Strategy and raised that it did not originally focus on natural heritage. He asked whether in future there could be better coordination. LN replied that mistakes were made at the outset, which led to this omission, but that officers and the administration are working hard to address this.	
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	<ul style="list-style-type: none"> • JC raised that one challenge is that outdoor attractions are now very popular and creating pressure points, and that the quality of experience must also be preserved. LN agreed consideration should be given to how 'honeypots' are marketed – particularly as residents' experience is so important. • MHe raised the importance of volunteers and it is a continuous problem to keep volunteer numbers up, and asked if there is anything Swale is doing to coordinate or generate volunteer activity. LN replied that Swale recruited 240 community volunteers to support during COVID. When furlough schemes ceased, Swale got in touch with those volunteers to see if they could match them to local schemes. 24 came back to volunteer and were matched to tasks across the whole borough. There is current talk of a volunteer conference. • LM asked whether Swale works in partnership with heritage organisations outside of Swale. LN raised the Medway Swale Estuary Partnership, and that Swale used to participate in the Thames Estuary Partnership, but that participation has stopped. 	
Declarations of Interest	<ul style="list-style-type: none"> • None 	
Minutes	<ul style="list-style-type: none"> • The minutes were proposed by MHe, seconded by CW 	
Matters arising	<ol style="list-style-type: none"> a. Zoom talks: This did not happen as intended, but HG will proceed with Clive. b. Town-wide leaflet drop: MHe would like to get moving on writing the leaflet. KB suggested that copy for the advert put into the new brochure for new development buyers might be a good starting point. KB explained that in the past month she had worked with Kerry , our web designer, to put an advert into a new marketing brochure being produced to be sent to buyers of all new housing developments in Faversham, and also to be carried by local hairdressers, cafes and pubs. 	KB to send MHe and DM the final version of the brochure ad

	<p>c. Membership drive & gift cards: Progress is being made on the gift vouchers</p> <p>d. Chair's letter to all lapsed members: KB committed to chase up the list of lapsed members.</p>	
<p>Committee Reports</p>	<p>Board Standing Committee</p> <ul style="list-style-type: none"> • MHe raised that he would like to see more clarity about the remit of decision-making in the Standing Committee. DM explained that the terms of reference have been revised to reflect a broad description, but in practice it will probably be refined as the Committee goes along. The Board approved the Standing Committee new Terms of Reference. • KB gave a report of the Standing Committee's activities in the past month, including: <ul style="list-style-type: none"> - New working practices for the VIC, bookshop, museum and volunteers under COVID. - The new locks at the VIC - The advert that went in the brochure for new housing developments <p>Environment</p> <p>Has not met</p> <p>Museum</p> <ul style="list-style-type: none"> • The minutes were approved <p>Planning Committee</p> <p><u>MINUTES</u></p>	<ul style="list-style-type: none"> • HG to email Throwley Bindary paper to the gypsy and traveller representative association, and copy to AS and KB •

	<ul style="list-style-type: none"> • The Throwley Bindary: MHe said that the officers at Swale have made clear that the council has no legal option but to object to the application, because there is still a valid enforcement notice on the property. AS raised that she feels Swale’s position is not as clear. • HG suggested we send AS’ position paper to the Gypsy and Traveller representative organisation, removing the word ‘recommendation’. HG will send KB and AS who the paper will go to. • The full planning minutes were approved. • LM raised that the planning minutes do not reflect the discussion last time. AS raised that the mistake will not be repeated and she has accepted the Board’s suggestions. LM thanked Anne for her help with this • AS raised that there needs to be a process for ratifying the Planning Minutes for December. HG explained this will be done by email. <p>PEEP</p> <ul style="list-style-type: none"> • Has not met <p>GPC</p> <ul style="list-style-type: none"> • Has not met • The membership report was approved • HG suggested he still does not have the list of lapsed members. • 	
<p>Outreach Graveney Church Request for Support</p>	<ul style="list-style-type: none"> • JC raised the request for funding for the restoration of an early medieval oak chest, which is one of a series of eight chests made by the same craftsman. They are almost museum like objects. • JC asked whether the Society should make a donation of £250 towards to restoration of the chest. 	

	<ul style="list-style-type: none"> • BK suggested that this is just the sort of thing the outreach programme was devised for. BK felt it was appropriate and represented restoring heritage. • MHe asked how important it is as a historical object. JC said it would be the equivalent of a Grade II* listed building. • The Board approved the donation. 	
Opening of Fleur after 3rd December	<ul style="list-style-type: none"> • HG suggested click and collect for the VIC, particularly for the calendars. • MHe suggested the bookshop is relatively simple to open. • KB raised whether click and collect can be run through the bookshop. • HG asked whether decisions can be delegated to the Standing Committee. The Board approved. MHe offered advice on ventilation. • HW asked to be informed whether the curators can come back in. HG said this shouldn't be an issue if compliance is adhered to. • DM requested a note goes round after Standing Committee decisions are made. • HG is holding the newsletter until decisions have been made. 	
Stone Chapel	<ul style="list-style-type: none"> • English Heritage has requested the Society help recruit volunteers for the Stone Chapel. • JC suggested we reply to the email saying we will respond more fully in the new year when the COVID situation is more clear. The Board approved 	
Succession Planning	<ul style="list-style-type: none"> • The Succession Group met last week to discuss a way forward. It has identified 5 key areas. • The recurring theme is that there are a lot of aspects to consider, but work must be done in the right sequence. For example, in order to address the lack of members and volunteers, the Society must clarify its activities, in order to define its offer. • MHa asked whether the Society has ever had a strategic plan. LM explained it doesn't, but this process will clear the path toward developing one. 	

	<ul style="list-style-type: none"> • KB asked how volunteers at the Society will be consulted in the process. SK explained there are plans to include key volunteers. • MHa suggested that including volunteers and potentially members would also be integral to strategy development. • MHe suggested the Society needs a statement of purpose. • HW explained that the challenge is that the Society has evolved organically over the past 40 years, and the challenge is to work out what is meeting our aims. • The next meeting is early December. • HG suggested that at the January Board significant time can be dedicated to discussing this. BK will have draft accounts for the Jan Board too. 	
Neighbourhood Plan	<ul style="list-style-type: none"> • The process is ongoing, and the opportunity for residents to have their say was published today. • All new housing development will be to the East of Faversham. The Teynham development will go ahead. • Swale is talking to the developers of three allocations of land. • There is potential for new walking and pedestrian routes from these developments into town. • MHa suggested that the Faversham Eye next edition can take thoughts further. 	
AOB	<ul style="list-style-type: none"> • The next Board meeting will be in January. December planning will be done via email. • There was an article in FT at the weekend on the Graveney power station and batteries, and asked if there was something more that can be done on the safety of the batteries. DM commented that he was in contact with the FT journalist, but he did not use the Society's 	

	material. DM suggested that we should now try and influence the safety aspects of the site in the planning process.	
Officers Report	Chair's Report	

NOTES:

Part II

Agenda Item	Minutes	Actions
Confidential matters		

Next Meetings

Date	Agenda
26 th January 2021	Board of Trustees

Future Business