

TONBRIDGE & MALLING BOROUGH COUNCIL

PARISH PARTNERSHIP PANEL

09 June 2005

Report of the Director of Leisure

Part 1- Public

Matters for Information

1 LEISURE GUIDE

Summary

This report answers various queries raised by West Malling Parish Council regarding the Leisure Guide (LG).

1.1 Background

1.1.1 Leisure Services has received comments from West Malling Parish Council that they did not automatically receive a copy of the LG. The LG is distributed each year with copies of Here and Now which goes to borough residents. Leisure Services is unsure why the Parish Council did not receive a copy and will endeavour to rectify this next year. A member of staff will be allocated with the task of sending out a copy of the Guide to each Parish Council Clerk.

1.1.2 Events

1.1.3 West Malling Parish Council has also raised concern over the fact that the date of Town Malling Day had been omitted from the LG, as had the dates for the Farmers Markets. The events list is collated by the staff in the Tourist Information Centre. As far as they are aware they did not receive the information for Town Malling Day. Information for the events is gathered in January with the Guide going to print this year on 1 March. This was unusually early, as Easter Sunday was 27 March, and the LG is always distributed before Easter where possible. Regarding the information for Town Malling Day, it may have been that when the details were received it was too late to include them in the final copy before going to press.

1.1.4 Farmers Markets

1.1.5 Unfortunately on this occasion it appears to be an oversight that these had been omitted from the Guide. Since discovering that this was the case we have increased their profile on the Council's website. They can now be found under the Arts & Events section on the Leisure & Tourism home page. They have also been included in the events section of the Heart of Kent website – www.heartofkent.org.uk.

1.1.6 Leaflets advertising the dates of the Farmers Markets are also available from the Tourist Information Centre. If the Parish Council is still concerned regarding the publicity for these two events, News Releases can be arranged to increase awareness amongst local residents.

1.2 Future Development of the Guide

1.2.1 For the 2006 edition, Leisure Services is looking at including a "What's on in West Malling" feature - either one page of A4 or a double page spread. Once the timetable for the production of the Guide is known, this will be sent to the Parish Clerk so they are aware of the deadlines.

1.2.2 The Way Forward

1.2.3 It is proposed that to avoid such problems in the future the Parish Clerk sends the details directly to Lyndsey Bennett, Leisure Services Officer, either in hard copy or by electronic mail. Currently a team of approximately five members of staff collates various details for inclusion in the Guide, which is then submitted to the project co-ordinator. If Parish Councils and other external bodies are aware of, and liaise with one point of contact - the Leisure Services Officer - then this will make the process more efficient and reliable.

Background papers:

contact: Lyndsey Bennett

Nil

Peter Wright
Director of Leisure