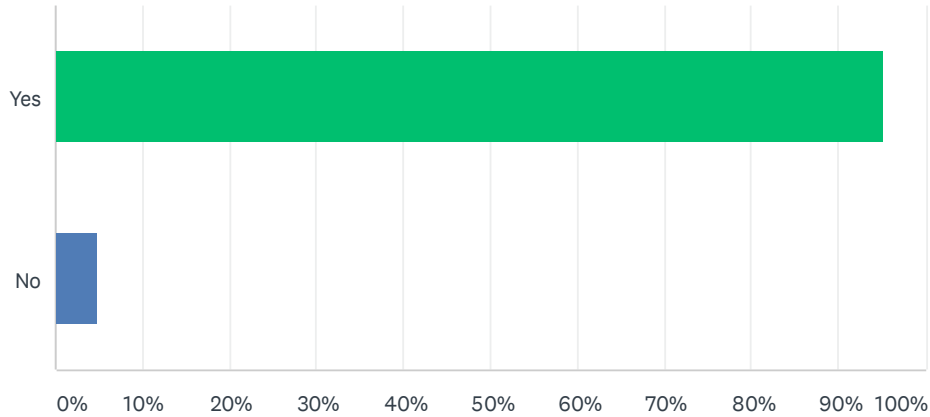


Q1 In your opinion, do you think the Visitor Economy Framework Action Plan provides a basis for partnership working in Swale?

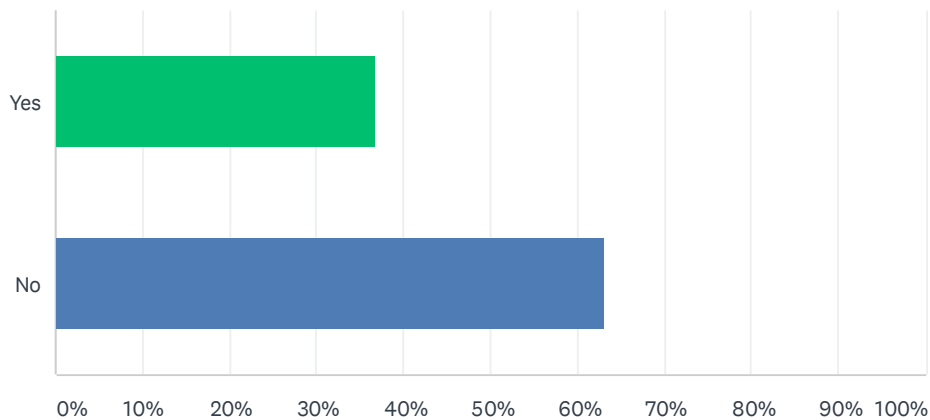
Answered: 21 Skipped: 0



| ANSWER CHOICES | RESPONSES |
|----------------|-----------|
| Yes | 95.24% 20 |
| No | 4.76% 1 |
| TOTAL | 21 |

Q2 Would you like to give a bit more detail to your answer?

Answered: 19 Skipped: 2



| ANSWER CHOICES | RESPONSES |
|----------------|-----------|
| Yes | 36.84% 7 |
| No | 63.16% 12 |
| TOTAL | 19 |

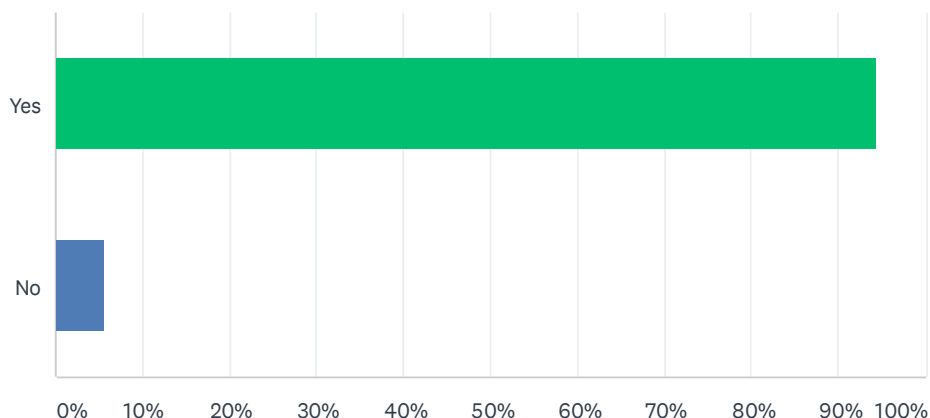
Q3 Please provide a bit more detail to your answer here

Answered: 6 Skipped: 15

| # | RESPONSES | DATE |
|---|---|--------------------|
| 1 | the action plan has a defined structure and outlines the various stakeholders actions and time scales | 9/3/2020 8:39 PM |
| 2 | 1. The framework doesn't reference which groups it is already working with locally so its not clear who is already signed up to these ideas. I would expect the groups involved to be referenced in the consultation. 2. The metrics claim to be measurable but they aren't, some say implement but with no specific deadline. Others say improve but no current baseline or target to improve by so how will we know if we are achieving them? 3. There is a really good list of ideas but the list needs to be prioritised as it seems to large to be achievable without significant additional resource. 4. There is an expectation that local businesses will invest in the area but it isn't clear how the council will support or incentivise this. 5. There is no reference to supporting local annual events, there are lots of annual events each weekend that could attract visitors eg pirates weekend, carnival, classic car show, beer and cider festivals etc | 8/31/2020 7:21 AM |
| 3 | A little alarmed that the aviation heritage of the Island is given so little prominence | 7/29/2020 6:26 PM |
| 4 | Leysdown town arcade area need a bit of TLC. With so many visitors and tourists during the summer months the town is in need of a decent restaurant/cafe. There is one decent fish and chip shop, Chinese and an Indian but it would be lovely if there was a nice seafood restaurant along the seafront as this is where all the tourists visit. The council are missing out on a big opportunity | 7/29/2020 3:14 PM |
| 5 | The plan as framed is extremely comprehensive | 7/23/2020 12:55 PM |
| 6 | The plan and framework along with the timescales appear to have been well researched and the plan appears to have a reasonable set of goals that are achievable, but as with all of these initiatives funding will be a key part to its success | 7/15/2020 12:41 PM |

Q4 In your opinion, does the Visitor Economy Framework Action Plan support the growth of the tourism, leisure and hospitality sectors in Swale?

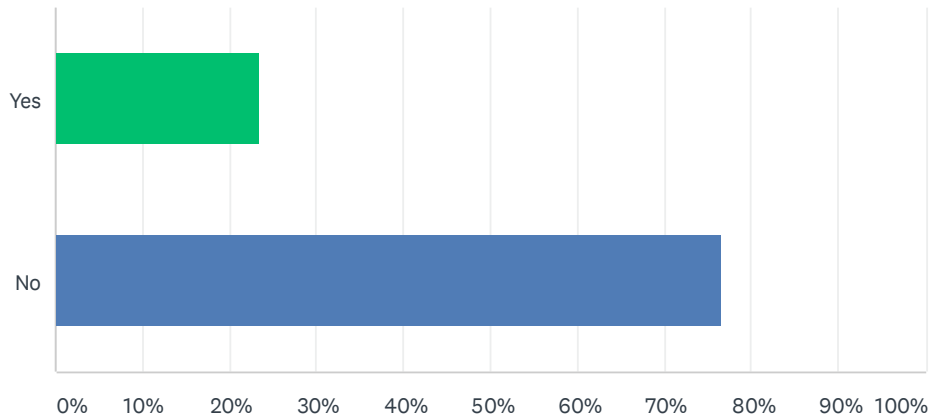
Answered: 18 Skipped: 3



| ANSWER CHOICES | RESPONSES |
|----------------|-----------|
| Yes | 94.44% 17 |
| No | 5.56% 1 |
| TOTAL | 18 |

Q5 Would you like to give a bit more detail to your answer?

Answered: 17 Skipped: 4



| ANSWER CHOICES | RESPONSES |
|----------------|-----------|
| Yes | 23.53% 4 |
| No | 76.47% 13 |
| TOTAL | 17 |

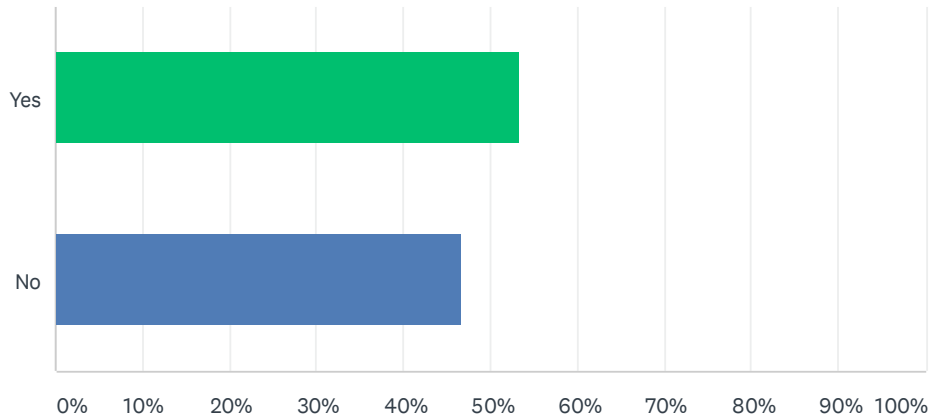
Q6 Please provide a bit more detail to your answer below

Answered: 4 Skipped: 17

| # | RESPONSES | DATE |
|---|--|--------------------|
| 1 | any joint venture between the local business and the council can only be good for the borough providing that there is funding and you are not relying on the local businesses to cover all the costs especially in a post covid world | 9/3/2020 8:42 PM |
| 2 | I have said the plan supports growth because it wouldn't be negative to growth but I think it needs to be more specific on how it will support growth. Ie what financial support? How and who can access the training available? | 8/31/2020 7:24 AM |
| 3 | Plans for updating photos/ videos of Swale, involvement of residence in production of social media information, more events out of season and use of our sea and waterways are particularly constructive | 7/29/2020 4:22 PM |
| 4 | As with each section the key to this plan is that it has created a clear framework for a multitude of stakeholders to work with to achieve a collective goal, this is always the battle and i feel it is exactly the role of the public sector to support and facilitate the private sector to push forward collectively...it has some clear and ambitious goals with pathways to achieving them.. | 7/19/2020 10:16 AM |

Q7 In your opinion, does the Visitor Economy Framework Action Plan take account of current challenges?

Answered: 15 Skipped: 6



| ANSWER CHOICES | RESPONSES |
|----------------|-----------|
| Yes | 53.33% 8 |
| No | 46.67% 7 |
| TOTAL | 15 |

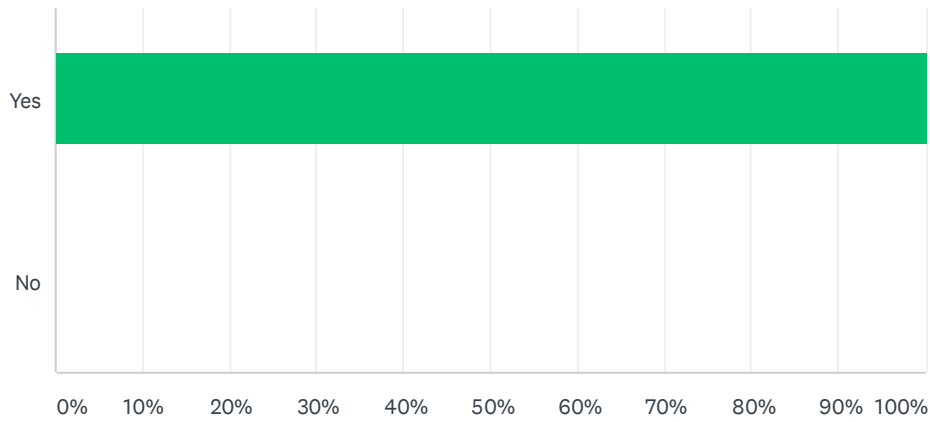
Q8 What else could be included to address those challenges and how do you see this being resourced?

Answered: 6 Skipped: 15

| # | RESPONSES | DATE |
|---|---|--------------------|
| 1 | The country has changed over the last 6 months with the onset of covid 19. money will be tight for both the council and local businesses in the coming years. Businesses and the council will need to priorities their needs and where to spend their money. it is undoubtable that you need to invest and spend money to make money but in the coming months there will be many demands on both parties that may lead to conflicting demands on the councils and local businesses cash. | 9/3/2020 8:49 PM |
| 2 | the plan doesn't expand on what the current challenges are so difficult to suggest how they are addressed. It refers to appendix 1 but there isn't an appendix 1. Has Swale looked at local Neighbour Whitstable and consider why is this a popular tourist destination and Swale isn't? Compare Sheppey beach to Whitstable and its actually a bigger beach, same distance from London and yet doesn't attract the same visitor numbers? Why is this and can we replicate anything in Swale? | 8/31/2020 7:32 AM |
| 3 | At present there was no information on how the strategy will work with COVID-19 tourism guidelines | 7/29/2020 4:23 PM |
| 4 | Future funding could be a big issue for the plan | 7/23/2020 12:56 PM |
| 5 | i think it is comprehensive and deals with many of the pre Covid issues but we will need to look firmly at how covid has and will impact on the sector moving forward...the objectives remain the same but understanding how we achieve them might need further consideration and flexibility | 7/19/2020 10:18 AM |
| 6 | Speak to local businesses, for example our largest issue as a business is actually the state of the local council car park being inadequate | 7/16/2020 6:43 PM |

Q9 In your opinion, are the priorities relevant?

Answered: 14 Skipped: 7



| ANSWER CHOICES | RESPONSES |
|----------------|------------|
| Yes | 100.00% 14 |
| No | 0.00% 0 |
| TOTAL | 14 |

Q10 As you answered no to the last question, please provide a bit more detail

Answered: 0 Skipped: 21

| # | RESPONSES | DATE |
|---|-------------------------|------|
| | There are no responses. | |

Q11 In your opinion, are there any potential unintended negative consequences to individuals or groups with protected characteristics from implementing the Visitor Economy Framework Action Plan?

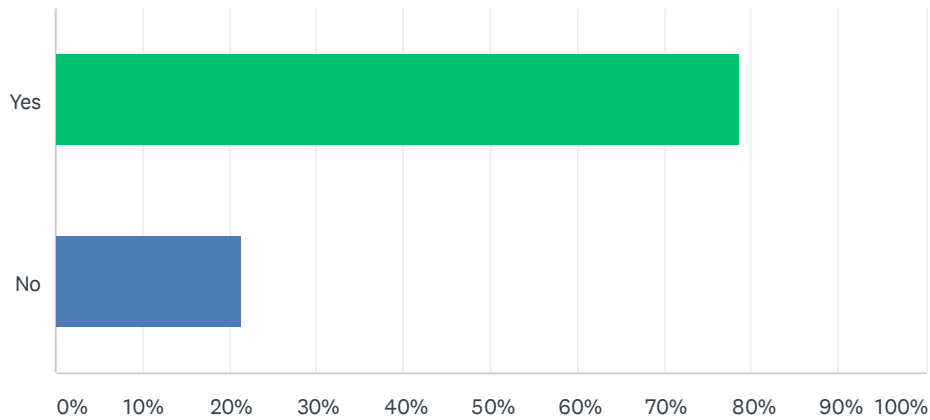
Answered: 0 Skipped: 21

⚠ No matching responses.

| ANSWER CHOICES | RESPONSES |
|----------------|-----------|
| Yes | 0.00% 0 |
| No | 0.00% 0 |
| TOTAL | 0 |

Q12 Would you be interested in participating in a board or forum to help drive the priorities forward and to monitor progress?

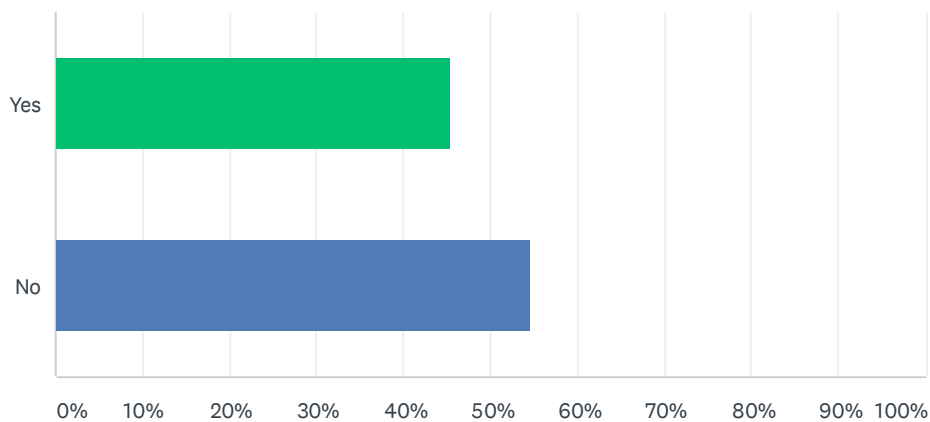
Answered: 14 Skipped: 7



| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|----|
| Yes | 78.57% | 11 |
| No | 21.43% | 3 |
| TOTAL | | 14 |

Q13 Before you go, are there any general comments you'd like to make?

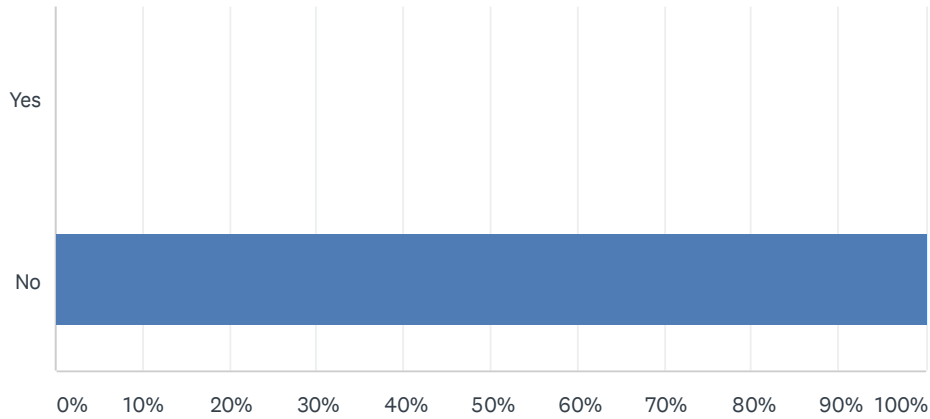
Answered: 11 Skipped: 10



| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|----|
| Yes | 45.45% | 5 |
| No | 54.55% | 6 |
| TOTAL | | 11 |

Q14 Before you go, are there any general comments you'd like to make?

Answered: 3 Skipped: 18



| ANSWER CHOICES | RESPONSES |
|----------------|-----------|
| Yes | 0.00% 0 |
| No | 100.00% 3 |
| TOTAL | 3 |

Q15 Please provide your comments below

Answered: 5 Skipped: 16

| # | RESPONSES | DATE |
|---|---|--------------------|
| 1 | Brown tourist signs? Overall I think it is great we have this framework but it needs some refinement to be delivered. | 8/31/2020 7:36 AM |
| 2 | Local community involvement needs to be at the heart of the whole process with local people best placed to provide constructive input on ideas as well as provide many more based on their local knowledge of what people might want/need and the wasted or under-utilised existing infrastructure such as overgrown footpaths which could easily become cycling routes. | 7/30/2020 2:42 PM |
| 3 | The potential of Eastchurch Aviation Museum could be regarded as one of the biggest tourist attractions if it can secure the 1912 hangars, described by English Heritage as "the most important aviation architecture left in Europe". | 7/29/2020 6:30 PM |
| 4 | Knowing how tight budgets are and pressure on the time, i would like to give credit to the team for what has been achieved, particularly when having to deal with apathy from key beneficiaries! Furthermore, what is really exciting is seeing how different agencies and key stakeholders are now being pulled together and working collectively, it feels really positive and that we can achieve great things for the county...thank you to all involved. | 7/19/2020 10:22 AM |
| 5 | In one of the questions it has asked about the challenges faced, I believe that in normal circumstances the plan is feasible and achievable, however with the recent Covid 19 lockdown and the way this has affected visitor numbers I believe that there is extra work that needs to be done to recover the local economy as fast as possible, this plan goes a long way in trying to help but maybe some parts need to be looked at and completed in a shorter timescale. | 7/15/2020 12:46 PM |