

Section 8

Objectives and Actions

8.1 The “Vision” for Tenterden that has emerged from the healthcheck, from all the background work and from consultation is of:

A Town and Community which:

- Takes pride in its individuality and charm as a unique small market town and the “Jewel of the Weald” and is taking active steps to safeguard the quality of its historic urban and rural environment
- Is working together to improve opportunities for all and is trying hard to do more for the young, encouraging them to take an active part as its future citizens.
- Is lively and successful, building on the strengths not only of the town but also the surrounding villages as a tourist destination and as an attractive place to do business with a vibrant economy
- Provides a comprehensive range of facilities and services for people in the town and from the surrounding area for shopping, health, education and leisure
- Makes it easy for all to get around and is improving accessibility for all
- Is looking to the future and is able to assume responsibility for its own destiny
- Is - and feels - safe and well cared for

8.2 Working from the long list of possible actions set out in Section 7, the Tenterden Partnership has identified a series of strategic objectives and priority actions in each of these seven themes, that also coincide with issues derived from the healthcheck and from consultation.

Takes pride in its individuality and charm as a unique small market town and the “Jewel of the Weald” and is taking active steps to safeguard the quality of its historic urban and rural environment

Strategic Objectives	Actions
A soundly based programme for sensitive enhancement	<ul style="list-style-type: none"> ◆ Commissioning of professional, independent streetscape review of the High Street and lanes with a phased programme to enhance their appearance (TTRP, ABC, TTC) ◆ Implementation of the above (KCC, ABC, TTC)
Improve unattractive areas, especially points of arrival	<p>Focus on areas which either (or both) are presently unattractive points of arrival, detracting from the character of the area or key buildings, or are specific development opportunities – development briefs and initiation of action:</p> <ul style="list-style-type: none"> ◆ Station Road and Museum car parks ◆ Health Centre / Recreation Ground Road ◆ Highbury Hall ◆ Town Hall forecourt ◆ Leisure Centre
Improve management of environment	<p>Specific actions and review of contracts and policies in the context of detailed streetscape plan and LDF (KCC, ABC, TTC):</p> <ul style="list-style-type: none"> ◆ Remedial work, protection and management of Verges and Greens ◆ Maintenance and replanting of trees ◆ Design and management of street furniture and coordination of commercial and tourist signage ◆ Design and protection of shop-fronts, backed up by specific policies and explicit guidance ◆ Review of maintenance responsibilities and contracts
A strong and lasting influence on Local Development Framework	<p>Working party and consultation framework for LDF, incorporating the results of the Healthcheck</p> <p>Further studies and supplementary work as indicated –</p> <ul style="list-style-type: none"> ◆ Housing needs and facilities for old and young people, ◆ Affordable housing serving the local community as intended ◆ Scope for broadening the employment base, to encourage the growth of businesses with higher level of skills and income ◆ Complementary and comprehensive policies and consistent action to support and promote retail and tourism as the town’s key business sector <p>Provide and adhere to clear planning guidance in the Local Development Framework, including guidance on change of use of premises within the conservation areas and on maintenance of townscape and landscape character</p>
Safeguarding of key landscape areas	<p>Adoption of this set of principles and the results of the landscape assessment in the LDF:</p> <ul style="list-style-type: none"> ◆ An explicit presumption that favours lateral rather than the linear development. Development should be restricted to identified areas which are within easy walking distance of the town centre. ◆ Areas important to the Town's character to be protected and retained e.g. because they provide (a) significant viewpoints across countryside to the town and views from the town (b) access to countryside from the town and / or (c) are sites of individual importance. ◆ A presumption against infill or backfill important open spaces and green areas on the main approaches to the Town ◆ A clear presumption against housing development in the Areas of Outstanding Beauty or Kent Special Landscape areas. These should be accorded similar protection to that of the conservation areas in the town ◆ Opposing development which would fill in important gaps between what are distinct settlements

Is lively and successful, building on the strengths not only of the town but also the surrounding villages as a tourist destination and as an attractive place to do business, with a vibrant economy

Strategic Objectives	Actions
Coordinated management, marketing and events programme	<p>Introduce a coordinated management, marketing and events programme, which will:</p> <ul style="list-style-type: none"> ◆ Employ a Project Coordinator to develop and manage the programme ◆ Improve points of arrival ◆ Improve signage/ branding ◆ Promote and manage the marketing of the area as well as the town ◆ Improve the town's website ◆ Make information available to visitors 12 months of the year ◆ Design a Heritage Trail identifying buildings and places of interest ◆ Strengthen events and cultural programme ◆ Promote the development of more staying accommodation as part of the LDF ◆ Support and encourage improved access to the countryside, and promotion of "green tourism"
Strengthen and enforce policy on retail mix in the LDF	(See involvement in LDF above)
Development of the Museum	ABC/ Museum Trust - Development of the Museum
Improve presentation and marketing of market	ABC with market operators - Improve presentation and marketing of market; combine crafts and food

Is looking to the future and is able to assume responsibility for its own destiny

Strategic Objectives	Actions
Delivery and coordination of the action plan	<ul style="list-style-type: none"> ◆ Business Plan for TTRP ◆ Agreement on priority actions and partners' involvement ◆ Bidding process through SEEDA fund & match funding
Set principles in relation to Housing development	(See involvement in LDF above)
Creation and development of local partnerships, to include the young	To be a specific development area for TTRP/ ABC/ TTC

Provides a comprehensive range of facilities and services for people in the town and from the surrounding area for shopping, health, education and leisure

Strategic Objectives	Actions
Improvement of healthcare	Joint action by ABC, PCT, Ivy Court, Leisure Centre and private owners on development brief involving Local Strategic Partnership Follow up ambulance issues – PCT / TTC/ ABC / LSP
Maintenance and improvement of retail offer	(See involvement in LDF above)
Improvement of the Leisure Centre	ABC/ Leisure Centre Trust / TTC - Development and improvement of the Leisure Centre, as a larger facility and incorporating more community use
Make better use of facilities including those in villages	Consider Tenterden Tigers application in the context of LDF and its development implications Liaison arrangements for better integration between clubs and with Homewood/Leisure Centre Compile, review and publish a list of all halls and meeting rooms in Tenterden and St. Michaels available for public and private hire/use, their size, uses, availability, level of usage, fees, improvements changes planned/needed etc, with details and contacts, and investigate scope for more sharing of facilities Work with Leisure Centre Trust to analyse needs and shortfalls (see also sport and leisure)

Is working together to improve opportunities for all and is trying hard to do more for the young, encouraging them to take an active part as its future citizens

Strategic Objectives	Actions
Meet needs for housing and facilities for all age groups	(See involvement in LDF above)
Fostering Community Involvement and providing information	Follow up action by ABC / KCC / Homewood on localised youth provision Follow-up action by ABC / TTC / TTRP
Work with young people and agencies to provide better facilities	Follow up action by ABC/ KCC/ TTC/ Homewood on localised youth provision
Promote and widen local access to lifelong learning and vocational training	Follow up action by ABC/ KCC/ Homewood to promote better integration of Homewood and with other providers, to widen local access to vocational training Follow up action by KCC/ LSC to promote FE classes at an improved library With Business Link, Investigate the scope and demand to improve business performance

Makes it easy for all to get around and is improving accessibility for all

Strategic Objectives	Actions
Improve availability and access to information on transport	Joint action between ABC, TTC and KCC: <ul style="list-style-type: none"> ◆ A review of local information needs, sources and locations ◆ A series of footpath and cycle route maps/ guides be commissioned
Investigate measures to relieve traffic congestion as part of LDF	Review of parking arrangements in coordination with town centre management considerations: <ul style="list-style-type: none"> • In short term, re-arrangement of long term parking to make better use of Highbury CP for visitors/Leisure Centre long term • Construction of new long term car park • More comprehensible parking charges and free on Sundays/ evenings • Retention of High Street spaces on Thursday evenings ◆ Joint action by schools and surgery to relieve problems at Rec Ground car park Investigate measures to relieve traffic congestion and improve town centre access as part of LDF Investigate scope for community bus Improve walking and cycling routes and opportunities
Completion of links in pedestrian and cycling networks, and links to villages	<ul style="list-style-type: none"> • Completion of missing links in pedestrian and cycling networks – St Michaels, Tilden Gill, Grange Road • Incorporation of new links with new development • Improvements to narrow footpaths • Support of volunteer car scheme • Review of public transport in context of local transport and parish plans • Coordination of timings – operators + KCC • Better and more flexible taxi arrangements eg sharing
Improve accessibility for disabled users of the town	<ul style="list-style-type: none"> ◆ Adjust timings of High Street pelican crossing and Recreation Road lights ◆ Safety measures at Station Road and Church Road ◆ Address access issues list for disabled as detailed

Is - and feels - safe and well cared for

Strategic Objectives	Actions
Review and improve CCTV network	Improvement and upgrading of the CCTV system
Improve facilities for pedestrians and cycling	See completion of links etc above)
Improve facilities for the young	(See work with young people above)