

EASTERN AREA COMMITTEE MEETING – TUESDAY 29 SEPTEMBER 2020

Agenda Item 7 – Local issues

(i) Brown Tourism Signs

There are many demands for more brown signs to support our leisure and tourism offer across Swale. However, it is not straightforward and cheap to get these signs put up. We would like to see Area Committees provide a prioritised list of sites they would be interested in funding signage for, and an indication where they would like those signs to go.

These are the guidelines for signage on Highways England roads:
<https://www.gov.uk/guidance/apply-for-brown-tourist-signs-on-roads-the-highways-agency-manage>

(ii) Heritage issues

Swale has around 50 Conservation Areas (CA) many of which have not been reviewed for several decades. Earlier this year Swale launched a new Heritage Strategy, part of which includes the reviewing of these Conservation Areas over the period of the Strategy. Conservation Areas are estimated at costing between c£3000 and c£6000 depending on their size and complexity. The Strategy has a time frame for many of the CA reviews, but Area Committees may choose to fund certain CA reviews as an addition to the current timeframe. If a Committee agrees a figure for funding one we can commission a review.

(iii) Conservation issues – including ponds

It is important that the Council has an up to date and accurate picture of the ponds in our borough, their current condition, and the ownership details. This does not include private ponds in peoples' gardens.

There is both a strategic need for this information and also a heritage, conservation and tourism aspect. Ponds are often signifiers of underground waterways which we need to be aware of, and are also strong promoters of biodiversity. They could also be used in promotional material encouraging visitors to our rural areas.