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Making Swale a better place
Appendix 3

Tourism Signs Team

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2 November 2022

Dear Sir/Madam

Western Area Committee – tourism signing

I am writing on behalf of Members of the Western Area Committee regarding the process for tourism signing.

Some time ago Members made available monies to pursue three applications for community destinations. The first application for The Meads Community Woodland and Henge did not meet the stringent criteria and the application was refused. This was extremely disappointing for the Council having invested in the attraction which provides interest for local residents and visitors alike. The destination is not the easiest to locate and the signing would have been helpful directional signing.

I wonder if there is opportunity to review the criteria so that future applications for local destinations and attractions of merit might be considered more favourably?

I look forward to your response.

Yours sincerely

Councillor Corrie Woodford
Chair of Western Area Committee

