



HERITAGE TRAIL

TOWN COUNCIL MEETING

REPORT 71/18

9 JULY 2018

The purpose of this paper is to ask Members to consider a level of financial support for the Heritage Trail in the financial year 2019/20.

No. DETAILS

1) BACKGROUND

- a) The town's Heritage Trail of nine Interpretation Boards and additional trail maps has been developed, installed and publicised by the Ventnor and Undercliff Heritage Partnership.
 - b) Originally funded by *Down to the Coast*, the project will require additional financial support from 1 April next year.
 - c) The attached document from the organisation's Chair, Richard Downing, provides additional information and the basis for their request for the Town Council to commit £700 a year to the maintenance of and publicity for this valuable tourism resource from that date.
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2) RECOMMENDATION

The Council is recommended agree to the inclusion of £700 in its Budget for 2019/20 and following years given the project's contribution to the Councils Strategic Plan.



Ventnor Town Council

24th June 2018

Time Travel Ventnor

The Ventnor Heritage Trail consists of nine interpretation boards and a number of trail maps located in various places in the town, at the Botanic Garden and on Ventnor downs.

It has been funded by the East Wight Landscape Partnership as part of its *Down to the Coast* project. Other sponsors include Red Funnel, Ventnor Heritage Centre, The National Trust and the Ventnor Town Council. Ventnor Town Council's contribution is the ongoing support and help from Cllr. Jim Toogood which has proved to be invaluable: 'Jim'll fix it' !

Red Funnel have paid for the printing of our trail leaflets (15,000 this year) and they will continue with their sponsorship in this respect. We paid an Island distributor £480 this year to distribute the leaflets around the Island in the belief that this would attract people to visit the town.

We have asked the East Wight Landscape Partnership for ongoing funding for the next financial year 2019-20 but they have declined and suggested that we approach the Ventnor Town Council.

We had two boards damaged on the Esplande this year: one was vandalism and the other was due to high winds. The cost of replacement was about £200.

We request that the Ventnor Town Council makes available about £700 for the Town Heritage Trail in the financial year 2019-20 to cover the cost of leaflet distribution and any further damage to boards.

We believe that this project reflects the objectives of the Council's Strategy Plan 2015-25 in two respects:

Spatial Objective 5: *To Provide Sustainable Destination Management.*

To encourage and support local leaders with extensive tourism or professional expertise who foster and drive collaborative approaches to tourism management

through sound decision-making, analytical capabilities and engagement with stakeholders and their local community.

Spatial Objective 6: *To Organise Sustainable Community-Based Tourism.*

To evaluate the implementation of community-driven tourism in terms of the potential to organise seasonal and out of season, cultural and heritage events and celebrations, to generate increased local tourism for the benefit of shopkeepers and proprietors; and to evaluate the impact of increased visitation on the community and the realistic benefits of organised event management on Ventnor's visitor economy.

Our website describes the trail and the organisation behind it

<https://timetravelventnor.co.uk/>

Jim Toogood has reported this week that another board on the Esplanade has been vandalised. Damage is not too bad but it may get worse.

Richard Downing. Chairman. The Ventnor and Undercliff Heritage Partnership