

Chilham Tourism and Retail Group

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14th. November 2012.

David Hayes Esq.,
Chairman
Chilham Futures Delivery Board
Vergers Lodge
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Dear Mr. Hayes,

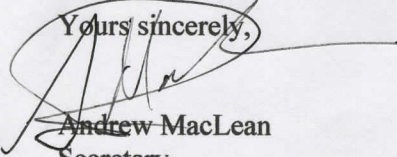
We are writing to confirm our support for CFDB in taking forward the chosen scheme which will make significant improvements to the quality and appeal of Chilham to visitors. The introduction of attractive and appropriate street furniture and the proposed reduced traffic flow and vehicle parking will provide a more pedestrian friendly environment and thus encourage visitors to stay longer. Clearly, environmental improvements, which benefit visitors, will also benefit local residents.

Tourists who stay longer to enjoy the built heritage and historic setting of the beautiful square will make a greater contribution to the overall economic and social wellbeing of the parish. Thus the proposed improvements will help to support and encourage sustainable rural tourism businesses, local crafts and related businesses in the parish and bring with it all the many community and social benefits that are associated with a healthy visitor economy. Additional income will help support the wider infrastructure and service provision in Chilham and directly contribute to the conservation of buildings and countryside.

Events in the square such as farmers markets, craft fairs or art exhibitions, and the encouragement of a café culture will also increase Chilham's appeal and encourage visitors to lengthen their stay in the village. Whilst the current economic climate is causing people to spend less, more UK residents are holidaying at home. It is important that Chilham improves its tourism experience to benefit from the larger number of visitors who will be encouraged to spend time and money in the village.

Consequently, as this Scheme will foster sustainable rural tourism and related businesses in Chilham by making a real improvement to the quality and appeal of Chilham to visitors for the benefit of both residents and visitors, we therefore fully support CFDB and hope that the funding requested will be granted in full in order that this project can progress.

Yours sincerely,


Andrew MacLean
Secretary