

DOVER DISTRICT COUNCIL

LOCAL GOVERNMENT (MISCELLANEOUS PROVISIONS) ACT 1982

APPLICATION FOR STREET TRADING CONSENT

APPLICANT

SURNAME:	Fishlock	Chittenden
FIRST NAME(S) in full	Peter	George
TRADING AS	The official History Project C.I.C	
PERMANENT ADDRESS	9 Duke Street, Deal, Kent CT14 6DU	
COUNTY	POST CODE	
TELEPHONE NO:	Code ()	
DATE OF BIRTH:		

TRADING DETAILS

NAME OF STREET(S):	Beach Street
DATES OF TRADING:	Ideally everyday.
BETWEEN THE TIMES:	9 AM AND 5 PM
DESCRIPTION OF ARTICLES TO BE SOLD:	We would like to sell souvenirs and general beach merchandise. We are community minded and would like to support local artists and writers. Our stock will include Victorian and modern day postcards, books on local history, maps, posters, cups, key-rings, historical artefacts, sun-cream, sun-glasses.

Is any cart, barrow, stationary van or other vehicle or portable stall to be used in connection with the trading of the above articles:	
YES/NO <input checked="" type="radio"/> <input type="radio"/>	
IF YES (i) SPECIFY TYPES:	Gazeebo
(ii) GIVE DETAILS INCLUDING DIMENSIONS:	2 m X 3 m
(iii) DETAIL PRECISE LOCATION REQUIRED:	Position has been agreed by D.D.C and is on the promenade on the road side adjacent to the wiggly wall, between The Royal Hotel and the Pier. Exact location is opposite the Beach Parlour
(iv) REGISTRATION NO. (if appropriate):	

HAVE YOU SOUGHT THE ADVICE OF THE ENVIRONMENTAL HEALTH OFFICER IN RESPECT OF FOOD HYGIENE AND HEALTH AND SAFETY MATTERS

YES/NO (N/A)

IF YES, PLEASE ATTACH COPIES OF RELEVANT CORRESPONDENCE

HAVE YOU EVER BEEN REFUSED A STREET TRADER'S LICENCE OR CONSENT IN THIS OR ANY OTHER AREAS?

YES/NO (No)

IF YES, PLEASE GIVE DETAILS

HAVE YOU EVER BEEN CONVICTED OF ANY OFFENCE INVOLVING DISHONESTY, VIOLENCE OR FOOD MATTERS. IF YES, PLEASE GIVE DETAILS

YES/NO (No)

* I DECLARE THAT I HAVE CHECKED THE INFORMATION GIVEN ON THIS APPLICATION FORM AND TO THE BEST OF MY KNOWLEDGE AND BELIEF IT IS CORRECT.

~ I ENCLOSE £490.00 BEING THE APPROPRIATE FEE (£130 FOR AN OCCASIONAL)

~ TWO RECENT PHOTOGRAPHS OF MYSELF (PHOTOS CAN BE TAKEN AT THE OFFICES BY PRIOR APPOINTMENT)

~ WRITTEN APPROVAL FROM THE OWNER OR OCCUPIER OF ANY PRIVATE LAND FORMING PART OF THE APPLICATION

SIGNED

(George Chiffenden)

Peter Fishlock

DATED:

13/6/18

NOTE:

If any person makes a false statement or omits any material particular in giving the foregoing information knowingly he shall be guilty of an offence under Paragraph 10 of Schedule 4 of the Local Government (Miscellaneous Provisions) Act 1982, and shall be liable on summary conviction to a fine not exceeding four hundred pounds.

This authority is under a duty to protect the public funds it administers, and to this end may use the information you have provided on the form for the prevention and detection of fraud. It may also share this information with other bodies responsible for auditing or administering public funds for these purposes.

Dear Sir/Madam,

Hello. I just thought I would write a letter to accompany this street trading application. Our company 'The History Project' is a community interest company. We work with schools, community groups and assist in promoting Deal's attractions.

The ability for us to trade from our gazebo will allow us to provide the free services we have suggested that will greatly improve tourism in Deal. Our proposal which I have included will solve virtually all of the problems which relate to tourism, highlighted in the Feb 2018 visitor survey.

We have already sought approval from Deal Town Council who completely support our proposal. We have also spoken to all local business owners in the vicinity, and have received huge support. We are both very community minded. We have no intention of setting up in competition with any local business, and consequently have selected merchandise that reflects this. We believe that our operation will actually increase the footfall and revenue of surrounding businesses.

In relation to the days we would like to trade, we would like to keep it relatively open. We would like the ability to trade between 9-5pm. If you have any further questions or queries please don't hesitate emailing us. We have also been working closely with Debbie Dainton, who has a good understanding of our proposal. We look forward to hearing from you.

Best Regards

George Chittenden

THE HISTORY PROJECT

About The History Project

The History Project is a Community Interest Company (CIC) that's places its heart around community engagement. We believe that history and heritage play a significant role in people's lives and it is important not to lose touch with the days gone past.

It was founded by George Chittenden and Peter Fishlock both of whom come from Deal. George and Pete are childhood friends. Each had significant characters in their lives that sparked a love for history that would stay with them their whole lives and would ignite into the adventure they are on now.

As a company THP write daily articles which they publish online for free for everyone to access. THP use Facebook primarily as a marketing tool and have achieved over 60,000 followers in their first year. They also make documentaries about local history which again are uploaded and available for free for everyone to see and learn from.

In an off line more tangible capacity they;

Talks

Deliver Historical talks to local groups such as the Women's Institute and the Recycled Teenagers OAP group.

Schools

THP have also recently started a venture into education by organising and running a large school event at a local primary school (Sandown CP) which included more than 400 children over 2 days. Each day consisted of a walking tour which featured live theatrics.

The school was completing a topic all about Deal's link to London, the tours subject matter included; Smuggling, The Time Ball Tower, Julius Caesar arriving in Great Britain (which included battle field training and a large battle re-enactment between the Romans and the Celts), a visit and tour around Deal Castle to discuss Henry VIII and then finally back to school for a show and tell of weapons and armour.

The feedback from the school was that it was the best outing they had ever had and that they simply could not believe it was a first for The History Project.

Events

The History Project recently initiated a campaign to bring the public and historical organisations together. They did this by organising 'The Local History Project' a night of local history. It is a free event where anyone can turn up and learn all about local history. THP organise guest speakers for the audience to listen too. The frame work is 4 - 5 guest speakers per night each speaking for 15-20 minutes with a time slot of 5-10 minutes for questions after each talk. In Deal this has been a massive success. THP filled the first venue (the Light House in Deal) on a snowy icy night which despite the weather attracted as much as 40 people. They realised a bigger venue was needed and networked with The Astor Community Theatre in Deal. Much to their surprise the Astor Theatre reached capacity with an attendance of over 100 people. This works as a great format for little local museums like the Maritime to get themselves out there, as well as the bigger organisations too.

The speaker of the two events were:

The Deal Society, The Maritime and Local History Museum, Kent Mining Foundation, Royal Marines Heritage Trails, Dover Western Heights Society, English Heritage, The National Trust.

Proposal

The History Project is proposing the creation of a 'Meet & Greet' Service on the Deal Seafront with the addition of historical walking tours as its back bone.

The Problem

THP have noticed that the coaches pull up in various places along the Deal Seafront and the visitors are just left to their own devices. Some filter off into town whilst others just remain on the seated areas that exist on the promenade. The issue many of these visitors have is that they often have limited time to spend in the town. Sometimes as little as 1 to 2 hours. As such they are reluctant to explore and risk getting lost or venture far away from the coach area in general.

The sad part about this is that Deal has a lot to offer, it has recently reached national acclaim for both the best high street in the country and the best seaside town. Deal has so much to offer if the visitors only knew where. Part of the issue here is that whilst Deal does have a Tourist Information Centre (TIC), it is situated in the town hall, in the high street set right back out of the way. Not only is it hard to find but unfortunately it is also not open on weekends.

The Solution

The History Project will work in a complimentary fashion to Deal's existing TIC by placing itself on the sea front where the tourists are dropped off. The TIC ideally will provide the coach companies information in advance so that the visitors already have an idea of what they can do in the town of Deal. The THP will be present on the seafront to direct people to local tourist attractions and businesses such as the Maritime Museum, the Time Ball Tower,

the Pier, the Castle, the shops in the High Street, the Town Hall / TIC on week days.

THP will also provide historic walking tours along the promenade to inform people about Deal's rich heritage including: 'Castle's on the coastline', 'Smuggling', 'The history of Deal's Piers'. Each tour will also include interesting historical information such as the meaning behind the names of the streets that branch off from the seafront towards the high street.

Do you know why Coppin Street has its name? We can guess where Farrier St comes from and I suppose there was more money flowing down Golden St than there was Silver St right? Horsa and Hengist rd, these two brothers were powerhouses of their time whose actions founded the start of the Anglo Saxon era.

The Framework

The project will be delivered by The History Project and its volunteers. Each person will be in official Project Branded t-shirts and fleeces.

A neat looking pop-up gazebo will act as a HQ. It will need to be positioned so it can be clearly seen by visitors of Deal (or locals looking for a tour and information) and as such it would need to be positioned somewhere along the seafront where the coaches drop off opposite King Street. Its purpose is to provide shelter for THP volunteers, information, a starting point for the tours and a place from which we can sell merchandise.

In addition there will also be roaming volunteers, these people will be mobile and walk to additional coach drop off points that exist along the seafront but are out of the way of the main town area promenade.

The role of the volunteers will also be to escort small groups around the town centre to places that are not easy to find such as the Maritime Museum, or places that are set back and not easy to see, such as the TIC and the Time Ball Tower.

It is important to acknowledge at this point that this service is for everyone, not just those visiting by coach, it is open to casual visitors of Deal that arrive by themselves, coach groups and locals alike. It would be accurate to say from the turnout of history meetings that there is a keen interest in history from those local to the town.

Benefits

This project has many benefits for the town of Deal so let's start with the macro then move to the micro.

- It will bring more people to Deal. Deal is already a lovely place to visit when news gets out about free historic walking tours and guides that will show you around the

town more people will be inclined to come and visit for the day. THP has over 60,000 followers on Facebook, many of which live in the Kent area. Deal is the home of the project, and these people will undoubtedly want to come and see what all the fuss is about.

- More footfall for the museums and tourist attractions. Visitors will have a host of options and choices to fill their 2 hour or day visits and there is not a minute to lose if they are going to fit it all in. Local museums and attractions will see an increase in revenue.
- More money being spent in local shops. Visitors on time restrictions that normally mill around the beach not spending money will be asked their needs and guided to a place where they can part with their cash. Day visitors that would normally go and hunt down a Weatherspoons or Sainsburys can be directed to the plethora of great local coffee shops, restaurants and market that can be found in Deal if you know where to look.
- Keeps money local. By spending in local businesses, the money stays local and is re-spent in other local businesses (multiplier effect) rather than sent to the off shore bank accounts of multinational conglomerates.
- Improves visitor experience in Deal leading to a more satisfactory pleasurable experience, this will result in word of mouth attraction and a higher conversion of repeat visits.
- Give the locals something else to do and acts as a great educational resource for the populace of Deal of ALL ages.
- Provides people with a place to volunteer and develop personally and professionally. Volunteers will be of all ages, but some will be youngsters looking for work experience and an opportunity to add to their C.V. and people reaching or have reached the end of their careers and are looking for an activity to do during the slowing down phase of their lives.
- Compliments the existing TIC in Deal, provides a massive service to them and costs them nothing in the process.
- Free marketing, to reach the following THP have in a small amount of time become great online marketers. They think outside the box and because they also function as a media company, they can make video and still content that can be shared all

around Kent and the country. As THP is running this project it is in their best interest to make it a success.

- Maximises the efficiency in which people can visit the parts of town they would like to see and as such increases the opportunity to spend which will result in a more affluent town.

Finance

The History Project is a CIC so is largely responsible for making its own money. To date George and Pete have run this entire project funded 100% by their own money and using their own time around their current work and family commitments.

So, they would like to run this entire service for *Free*? Uhh how does that work?

OK, THP believe that THP would be able to finance the continued delivery of this project based on income generated from merchandise sales and tips generated from the free walking tours.

This means that this proposal is a win win for everyone. Deal and Dover Councils get a free self-managing service that enhances visitor and local experience of the town. Local tourist attractions and businesses make more money. The History Project can continue with its community engagement, increase its profile as a CIC and add an extra revenue stream to its business.

For the council to run this project 'in-house' it would require huge expense.

Management

The History Project would manage and deliver this project in its entirety.

Why us?

Despite only being a year in, The History Project has a track record of delivering: high quality positive outcomes, historical articles, documentaries, community talks, school events and history evenings.

Experience

George Chittenden is an award-winning tour guide who managed Canterbury Historic River Tours. He is an historian, public speaker, novelist and currently works at Walmer Castle for English Heritage.

Peter Fishlock is a presenter (TwitchTV) Youtuber, project manager, social media marker, influencer marketer, content producer & editor with experience in public speaking and sales.

The blend of their expertise and experience make them an ideal fit for their project and a perfect fit for the promotion, management and delivery of this proposal.

Our Details

The History Project
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