

# HUNGERFORD TOWN COUNCIL

The Mayor  
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Minutes of the **Tourism and Economy Committee** held on Monday 8<sup>th</sup> June 2015 at 7.15pm in the Corn Exchange Complex, Hungerford

**Present:** Cllrs M Crane, Leach, Wilson, Small & Farrell.

Also present Anthony Buckwell, TTH, Fiona Hobson, TTH and Penny Locke, Penny Post (arrived late)

1. **Apologies for absence.** None
2. **Declarations of interests.** Cllr Crane is adviser to AONB
3. **Elect a Chairman.** Cllr Wilson proposed Cllr Crane as Chair, seconded by Cllr Leach, all in favour.
4. **Elect a Deputy Chair.** Cllr Crane proposed Cllr Leach as Deputy Chair, seconded by Cllr Small, all in favour.
5. **Agree committee members.** Cllrs Crane, Leach, Small, Wilson and Farrell. Cllr Winser still deciding which committees to join.
6. **Apologies for absence.** None
7. **Declarations of interests.** Cllr Crane is an adviser to AONB
8. **Welcome Signage.** There is no signage to indicate entering the North Wessex Downs. The NWD needs promoting but they do not want more signs cluttering the countryside. After discussion all agreed that it would be good to have a standard sign at all four entrances to the town which includes Welcome to Hungerford, North Wessex Downs and Twinned with Ligueil.  
**Action:** Cllr Crane to contact WBC to ask what is possible within their restrictions.  
Cllr Crane showed the Committee a photograph of 4 redundant steel poles at the entrance to Charnham Park and asked for ideas of how to make a feature of them. Suggestions included finding an artist to create a piece of art work.
9. **Inward Investment**
  - **Tourist Hotel project.** Planning was passed through appeal for a 65 room budget hotel back in 2011. Cllr Crane asked the Committee for their views on whether a budget hotel was required in the town. ADP bus people in from Newbury from budget hotels there regularly for overseas visitors who attend training. Sometimes the Newbury hotels are full and they end up using Elcot. Also walking or cycling visitors would use a budget hotel, as other rooms in the town are more expensive. The Committee agreed that there could be a need for a budget hotel. **Action:** Cllr Crane to contact Richard Bennett, Kerridge Properties, who owns the land.

- 10. Relations with Town Team Hungerford.** Town Team Hungerford was set up as a result of a successful Mary Portas grant of £10,000 which required a Limited Company to pay into. The money was spent on a benchmarking survey, set up of [www.hungerford.co.uk](http://www.hungerford.co.uk) and producing leaflets to promote the town. A reprint has recently been done, but now there is no more money. Cllr Small pointed out that it should be thought through what is being promoted in the town and feels that Hungerford should be marketed as somewhere to visit on Sundays, the current problem being that most of the shops are closed. There is a Sunday market each week now which hopefully will expand. Also there is still a need for coach parking in a central location in the town. Standing Orders were suspended for Anthony Buckwell, Fiona Hobson and Penny Locke to join in the discussion. Fiona said that a regular coach can no longer stop in Hungerford due to the fact that parking is not guaranteed. Cllr Crane pointed out that there is coach parking in Charnham Street but Fiona said that for quick stop offs it is too far. To get coaches to come to Hungerford parking needs to be available in a central location. Church Street car park would be ideal but a lot of investigation has gone in to the feasibility of this and with lack of alternative parking for cars it has never got very far. A suggestion was made to make provision for coaches on a Sunday when the car park is not so full, which then goes back to shops not being open on a Sunday. **Action:** Look again at options for coach parking in a central location and investigate how to promote the existing coach stop.
- 11. Distribution of TTH leaflets and Town Guide.** TTH leaflets were distributed to locations up to a 50 mile radius and although a few venues do ring and ask for more (particularly Walk Hungerford), distribution is needed for the new run. **Action:** Think about where leaflets can go and who can take them.
- 12. Communication within Hungerford.** Penny outlined the history of Penny Post and how it started with Hungerford news but has now expanded to Thatcham, Marlborough, Wantage, etc. An ad hoc Hungerford Penny Post was well received and Penny has suggested a monthly Penny Post Hungerford Edition which will cover what is going on in the town, up coming events as well as good news stories from local organisations, as well as promoting the good stuff going on in Hungerford schools. Links can be directed to [Hungerford.co.uk](http://Hungerford.co.uk) and [hungerfordcouncil.co.uk](http://hungerfordcouncil.co.uk) as well as other websites relevant to the content. The advantage of Penny Post over facebook or websites, is that the news lands directly in the email inbox and does not have to be found. It will take time to set up and a £250 monthly fee would be charged. Current mailing list for Penny Post is 2,500 and 40% of people open the emails (compared to an average mailing of 17%). In time cost could be covered by advertisers or sponsors, but this can never be guaranteed. With current receivers of Penny Post and Town Council email addresses the first issue can have a circulation of 1,000. Anthony will talk to T&M to see if it is something they are interested in. A pilot scheme was suggested to glean feedback. Cllr Crane thanked Penny for coming. **Action:** Put on next T&E Agenda. Standing orders were reinstated.

**Meeting closed at 8.25pm.**