

HUNGERFORD TOWN COUNCIL

The Mayor
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Minutes of the **Tourism and Economy Committee** held on Monday 12th October 2015 at 7.45pm in the Corn Exchange Complex, Hungerford

Present: Cllrs M Crane, Farrell, Small

Also present Anthony Buckwell and Caroline Lumley (Town & Manor), Fiona Hobson (Town Team Hungerford), Mark Llewellyn (Chamber of Commerce Treasurer)

1. **Apologies for absence.** Cllr Wilson
2. **Declarations of interests.** None
3. **Minutes of the meeting held on 8th June 2015** – Cllr Crane proposed minutes as a true record, seconded by Cllr Farrell, all in favour.
4. **Co-option Rob Chicken to Tourism & Economy Committee** – Cllr Chicken was not present and no vote was taken.
5. **A4 Tourist Route** – Cllrs Brookman and Crane and Caroline Lumley have attended meetings at Calne. Many businesses from the Calne area also attended and a representative from Avebury. The project is under the management of Visit Wilshire. One of the ideas is to drive a vintage car from Hungerford to Bath and have the route filmed by a drone. This will then be carefully marketed on line with consideration to the different types of audiences. There is still debate over the naming of the route.
6. **Victorian Extravaganza – discuss ways of attracting investors** – So far the committee have £2900 in the kitty with pledges up to £6500. It costs £12K to run and they anticipate receipt of another £3k so are short of funds this year. One company organise the whole event and the committee pay them for this. This arrangement will be reconsidered next year. There are some additional costs such as the big wheel, the stilt walkers and a contribution towards the parade. M Llewellyn requested that the Town Council consider a further donation to the event. £500 has already been agreed. Town Clerk advised if they wish to be eligible for the Greenham Common Trust Reactive Grant they should submit their application by 16th October. They will also be able to obtain matched funding. **Action:** Add grant request to F&GP agenda.
7. **REME presentation to local businesses on 27th October 2015** – Invitations have gone out to all employers but there has been a disappointing response so far. The purpose of the presentation is to identify the mutual benefit of reservists and recognise what skills are acquired from REME. **Action:** Urge response to the invites. C Lumley gave her apologies but T&M will be sending someone in her place.

8. **Marketing of Croft Field and Triangle Field** – The Clerk suggested HTC should have a page in the Town Guide promoting these venues. It was also suggested they could be mentioned in the Here & Now page. An official opening will be organised for the Croft Field Centre once the decoration is complete. The name is similar to the Croft Hall and on occasions they are confused. The Mayor suggested a name change should be considered. A Buckwell advised the field can be used as car park for 14 days of the year which is another avenue for income. T&M also carried out a feasibility study on use of the Croft Field and see it being suitable for a soft play area. There is however now a soft play area at Cobbs.
9. **Welcome Signage update from last T&E meeting** – The AONB doesn't support any more signs than are necessary. Jeremy Rae is considering a design to incorporate the North Wessex Downs which would be attached to the existing welcome signs.
10. **Inward Investment** – Not discussed.
11. **Tourist Hotel project update following Cllr Crane's meeting** – HTC has received the S106 money from the development of the hotel. Of interest is that the Premier Inn had their application rejected for Newbury.
12. **Communication within Hungerford – follow up from presentation** - Penny Locke not present and item not discussed.

Meeting closed at 8.35pm.