

HUNGERFORD TOWN COUNCIL

The Mayor
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Minutes of the **Tourism and Economy Committee** held on Monday 9th November 2015 at 7.45pm in the Corn Exchange Complex, Hungerford

Present: Cllrs M Crane, Farrell, Small
Also present Geoff Adams, Adviser

- 1. Apologies for absence.** Cllr Wilson
- 2. Declarations of interests.** Cllr Crane is on the advisory council, AONB (item 6)
- 3. Minutes of the meeting held on 12th October 2015** – Cllr Small proposed minutes as a true record, seconded by Cllr Crane, all in favour.
- 4. A4 Tourist Route.** It was suggested that Town and Manor and Chamber of Commerce should be involved in marketing the A4 Tourist Route which evolved from Calne Tourism Group and Visit Wiltshire to promote the towns and villages on a pilot route from Hungerford through to Bath. It is suggested an initial cost of £1,000 from HTC, £1,000 from T&M and £500 from Chamber of Commerce to make up the £2,500 for a level 2 package to market the campaign. More details are needed.
- 5. Employers Forum including presentation from REME.** Cllr Crane is keen to get communication going with the larger employers in Hungerford and seek their opinion on an employers forum. Chamber of Commerce recognise there is no link between the town and the businesses and it was disappointing that there were so few responses to the presentation from REME. It is important for HTC to be kept informed of their operations or plans to move location. A meeting has been requested with Andrew Dean, CDK and that will be followed up with requests to David Wilson Homes, Berkshire Labels, Smart Kids. The aim is to find out what awareness the schools have with businesses in the town and whether the children of the school gain work experience locally. HTC also have access to WBC and a good supportive relationship with Richard Benyon MP. **Action:** Deputy Clerk to set up an initial meeting with CDK.
- 6. Welcome Signage update from last T&E meeting.** Jeremy Reay has been away, so not further forward. Henry Oliver, AONB very keen for Hungerford to include North Wessex Downs on its signage.
- 7. Town Guide Update.** A map HTC requested to be deleted from the centre pages can't be as it has been sold for advertising by Local Authority Publishing. The proof for the new edition has been sent through by email.

8. **Communication within Hungerford – follow up from presentation by Penny Locke.**
Awaiting for an example newsletter from Penny.
9. **Budget.** Money will be required for A4 tourist route, a possible employers forum and may be needed to reprint some of the Hungerford leaflets, as Town Team Hungerford have no further funds. It was discussed that a group of enterprising individuals could form a working party to promote Hungerford, suggestions included Sarah Culpepper, John Wilmott, Dani Winslet, Roger from The Bear and the new owner of The Hungerford Arms.
Cllr Crane proposed a recommended T&E budget of £2,500, seconded by Cllr Small.

Meeting closed 8.15pm