

HUNGERFORD TOWN COUNCIL

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Minutes of the **Tourism and Economy Committee** held on Wednesday 11th April 2018 at 8.00 pm in The Library, Hungerford

Present: Cllrs Crane, Chicken and Downe.

Also present Nigel Perrin (NP) from Town Team and Brian Quinn (BQ) from Penny Post.

1. **Election of a Deputy Chair for the Committee** - Cllr Downe proposed Cllr Chicken as Deputy Chair, seconded by Cllr Crane, all in favour.
2. **Apologies for absence** – Cllr Knight. Veronica Bailey and Fiona Hobson also could not attend.
3. **Declarations of interests - None**
4. **Minutes of the meeting held on Monday 12th February 2018** – Cllr Crane proposed minutes as a true record, seconded by Cllr Downe, one abstention (Cllr Chicken) rest in favour.
5. **Review of the Action Plan/Strategy associated with Committee** – The Action Plan was circulated with all present having a copy. Town Guide and Tourist literature was given a ‘high’ priority (see item 7 for details). Another priority is for Hungerford to have full involvement in the Great West Way Project (which promotes a 20 mile corridor between London & Bristol). The Town Council will work with Town and Manor and the Chamber of Commerce to promote the GWW to Hungerford businesses. Those interested should attend the Corn Exchange on 27th April to learn about the project and contact DavidAndrews@visitwiltshire.co.uk for info. Cllr Crane has been creating awareness by visiting local hotels/pubs etc. The idea is businesses in Hungerford put together tourist/visitor packages and these are promoted by the GWW and used by tour operators abroad to promote Hungerford. **Action:** Clerk to update Action Plan.
6. **Welcome Signage – office update from WBC on sizing of the Welcome Sign.** The Clerk advised that WBC has this signage in their programme of works for this financial year although they will not be paying for it. Cllr Crane confirmed the AONB pay a designer as they need to agree their branding for the whole area. **Action:** Cllr Crane will pursue Henry Oliver for a design for our welcome sign.
7. **Town Leaflet – proposal to consider outline of the leaflet following recent discussions.** A discussion took place. Leaflets need to be kept fairly basic to avoid going out of date quickly. It was suggested the leaflet should have one link to a portal. That portal should possess all other links. This portal could sit on an existing website such as HTC or Hungerford.co.uk. Would this page be free and who would do the updates?
NP clarified that Town Team own the hungerford.co.uk website and they paid for its setup. Town Team do not have the resources to update the site so this is done by John Laker (I3 Web) who retains the revenue from selling advertising on the site. I3 Web updates community info for free. Concern was voiced about a tourist leaflet being linked to a business website where only paying businesses are represented.

Cllr Downe advised Hungerford should reconsider the whole structure of websites on 'Hungerford' as there are several of them.

The primary aim of the leaflet is Tourism. NP advised there are 4 leaflets in existence produced by Town Team. Whilst the 'Relax' leaflet is out of date and is not worth printing as establishments details change too often, the general leaflet 'The town & its attractions' is still popular and has been around for 5 years. This could be updated every 18 months and reprinted. Other leaflets included a one off events leaflet and leaflets on walks.

Having a singular 'Calendar of events' where all events are collated was discussed. There is no easy solution to this as there are 4 main ones in existence in Hungerford. BQ would be happy to provide info on events should we wish to try and set up a singular calendar. The info to be entered would need to be carefully defined if the public were to input data.

Action: NP will amend the 'The town & its attractions' leaflet and bring it back to the next meeting. The leaflet should include essentially a map and points of interest with one link. NP suggested 5000 leaflets would be needed costing approx. £600 to create. These would be disbursed around town.

8. **Hungerford Trade Showcase - Proposal that save the date emails are sent to identified exhibitors and possible attendees - Action: *It was agreed the office should send out save the date emails.*** The event will be held in the Corn Exchange on 18th October 2018 from 12 noon to 5.30pm. Cllr Crane and Downe are visiting employers to encourage their involvement in this event and the Neighbourhood Plan. Richard Benyon MP will attend the event but will not be able to open it. Tim Smith from Thames Valley Berkshire Local Enterprise Partnership will attend. BQ suggested the logos provided last year could be used but should be utilised right from the start.

Meeting ended at 9.10 pm.