

HUNGERFORD TOWN COUNCIL

The Mayor
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Draft Minutes of the **Tourism and Economy Committee** held on Monday 11th June 2018 at 8.00 pm in The Library, Hungerford

Present: Cllrs Crane, Chicken and Simpson.

Also present Nigel Perrin (NP) and Fiona Hobson (FH) from Town Team.

1. **Election of a Chair for the Committee** – Cllr Simpson proposed Cllr Crane as Chair, seconded by Cllr Chicken, all in favour.
2. **Election of a Deputy-chair for the Committee** – Cllr Simpson proposed Cllr Chicken as Deputy Chair, seconded by Cllr Crane, all in favour.
3. **Apologies for absence** – Apologies were noted from Cllr Downe and Cllr Knight
4. **Declarations of interests** - None
5. **Minutes of the meeting held on Monday 11th April 2018** – Cllr Crane proposed minutes of 11th April 2018 as a true record, seconded by Cllr Chicken, one abstention, rest in favour.
6. **Welcome Signage – Update from Cllr Crane on progress with North Wessex Downs on the sign and consideration of a different approach to placing welcome signage at the entrance of the town**
Cllr Crane advised AONB has yet to make a decision. He suggested a banner be produced and hung on the steel poles by Charnham Park to gauge public opinion.
Action – NP to obtain quote to produce banner based on the station sign design, and circulate.
7. **Town Leaflet – Update from Nigel Perrin on the amended “the town and its attractions” leaflet** – I3 Web has offered to add links to the leaflet but would charge for this. NP could highlight where links could go and both I3web and Penny Post could look at this if required. There is a QR code that already works and a short URL could be created if needed. Most of the content of the leaflet is fine but the photos will be changed. The Library/Community Hub needs to be added to the map. Quotations obtained for new artwork, printing and delivery are as follows: - £594 (5000 copies), £697 (£7500 copies) and £810 (10,000 copies). The leaflets could be delivered within a 50 mile radius. A separate issue on notification on sat navs of points of interest was discussed but decided not to pursue.
Action – FH to investigate cost of delivery of leaflets within a 50 miles radius to targeted locations
Action – Cllr Crane proposed NP proceeds with the updates to the leaflet and arranges the printing of 5000 copies at a price of £594, but not to include links, seconded by Cllr Chicken, all in favour.
8. **Hungerford Trade Showcase - Update on response to “Save the Date” flier sent out by office** –
Action - Office to consider sending out a booking form or a chaser for responses
Update on businesses visited by Cllr Crane and Cllr Downe – A successful visit took place to Berkshire Labels.

9. **Update on the Great West Way following the meeting on 27th April and Clarification of costs payable by HTC for inclusion in Great West Way** - See attached info below on cost. A meeting will take place with Town & Manor to see what level of involvement they would support.

Meeting ended at 8.50 pm.

JOURNEY 1 GATEWAY AMBASSADOR



WHAT ARE THE BENEFITS OF JOINING?

- Official Ambassador Recognition
- Priority list for PR, bloggers, influencers and Marketing activity
- Permission to use the visual identity
- Featured Ambassador listing on the website
- Featured in Official Visitor Guides & Maps
- Social Media Package - incl. your feed on our website
- Expert Marketing Assets and Reach
- Official Merchandise
- Access to wider Ambassador Network
- Travel Trade Guide
- Networking
- Knowledge and Insights
- Training
- Ambassador Certificate and Passport Schemes

WHAT'S THE INVESTMENT? GATEWAY AMBASSADOR



Great West Way Gateway Ambassador	3 Year Ambassador	1 Year Ambassador	25% Discounted Rate for Partner DMO Members
Small Business (1-8 employees)	£600	£200	£450/£150
Medium Business (9-30 employees)	£1,200	£400	£900/£300
Large Business (30+ employees)	£1,800	£600	£1,350/£450

JOURNEY 2 DESIGNATED AMBASSADOR

WHAT ARE THE BENEFITS OF JOINING?

All the benefits of a Gateway Journey,
plus:

- Exclusive 'Designated' Status Level Promotion
- Access to wider bespoke collaboration
- Mix-and-match service to provide you with specific benefits that will help you achieve your marketing objectives.

- Priority List for PR, Bloggers, Influencers & Marketing
- Priority and Enhanced Inclusion
- Consumer Print
- Great West Way Map(s)
- Priority Access International Events and Exhibitions.
- Travel Trade Guide
- Great West Way Conference

WHAT'S THE INVESTMENT? DESIGNATED AMBASSADOR



Great West Way 'Designated' Destination 'Designated' Attraction Ambassador	3 Year Ambassador	1 Year Ambassador
Small business or attraction, Small parish, town or place (<6k population)	£3,500	£1,250
Medium business or attraction, Medium town, DMO or place (6k-50k population)	£7,500	£2,500
Large business or attraction, Large town, DMO or place (50k+ population)	£15,000	£5,000