

HUNGERFORD TOWN COUNCIL

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Draft Minutes of the **Tourism and Economy Committee** held on Monday 17th September 2018 at 7.00 pm in The Library, Hungerford

Present: Cllrs Crane, Alford, Chicken and Downe.

Also, present Fiona Hobson (FH) from Town Team and member of the public who is the PA for a new business opening in the High Street

1. **Apologies for absence** – Apologies were noted from Nigel Perrin
2. **Declarations of interests** - None.
3. **Co-option of Cllr Alford onto the committee** – Cllr Alford was nominated by Cllr Crane and seconded by Cllr Chicken, with all in favour. Cllr Alford was welcomed to the committee.
4. **Minutes of the meeting held on Monday 11th June 2018** – Cllr Chicken proposed minutes of 11th June 2018 as a true record, seconded by Cllr Crane, two abstention, rest in favour.
5. **Welcome Signage** –
 - Update from Nigel Perrin on quote for the banner based on the station sign design (this design is to be circulated prior to the meeting). *Out-standing action.*

A discussion was held about the welcome signage that the committee wished to see in Hungerford. Different signage into towns had been viewed through visits to local places and holiday destinations. It was felt that the signage should state “Heart of the North Wessex Downs”. The flag pole banners in Slough were discussed. Concern was expressed over the banner near the petrol station which was advertising Marlborough Hockey Club. Suggestion was made over a significant art piece to be placed on the roundabout which was relevant to Hungerford, thought the committee were reminded that the roundabout was owned by WBC.

Action: Cllr Knight to photograph the signage in Wantage.

Action: Cllr Chicken would contact a graphic designer on a design idea to reflect Hungerford

Action: All committee members to think of additional welcome signage ideas before the next meeting.

6. **Town Leaflet** –

- Update from Fiona Hobson on the cost of delivery of leaflets on 50-mile radius to targeted locations: FH reported it was difficult to find companies. A quote from one company had been received where the leaflets would be placed in purchased slots and monitored on a 28-day cycle with feed-back provided on uptake in each distribution point. Contract would run for a year.

Discussion on took place and it was suggested that if some-one comes and visits with a leaflet that there should be an offer attached, e.g. free coffee, free parking. FH informed the committee that they still receive 50p off vouchers from the car parks, though many retailers do not recognise this.

Cllr Crane proposed that in conjunction with chamber of Commerce that an approach is made to WBC to consider free parking for 1 hour in Hungerford and throughout West Berkshire. This was seconded by Cllr Knight and all in favour.

Action: Mayor to seek co-operation with other councils.

FH requested that the machines that currently issued the coupons for discount were altered.

Action: Determine the machines that issue these tickets.

- Report from Nigel Perrin on the updates to the leaflet and the delivery date of the leaflets: Out-standing. There are still some “Love Hungerford” leaflet to use up.

Action: Office/FH to fed-back to NP that the leaflets need to be presented at the next meeting.

7. Great West Way Ambassador Network

- Proposal to pay £1250 + VAT (£3750 +VAT for 3 years) for inclusion in the Official Rough Guide to the Great West Way and other marketing publications.

Cllr Crane asked for the amount to be split between HTC and T&M, but no agreement has been reached with T&M. Consideration was given to how best to proceed, from HTC paying all and re-claim from T&M, to paying yearly.

Cllr Crane proposed that the costs were split between HTC and T&M, which was seconded by Cllr Downe, with all in favour.

Action: Cllr Crane to email CEO of T&M and Dani Winslet so that the item can be on the next appropriate agenda for T&M meeting.

Action: Cllr Crane to contact Great West Way to confirm our intention.

Further discussion ensued, and Cllr Chicken made an additional proposal that if we are delayed with payment that HTC would pay the first year of the contract with a view to achieving agreement to T&M purchasing the second year. This was seconded by Cllr Crane with all in favour.

8. Hungerford Trade Showcase Thursday 18th October 2018

- Update on businesses recently visited by Cllr Crane: No new businesses visited. Cllr Simpson is due to accompany Cllr Crane to visit some of the major employers in the area.
- Update on the businesses signed up to take part in the event: Currently five businesses signed up.
- Proposal to purchase a banner to advertise the event: Deputy Clerk asked for approval for the purchase of banner, which will be placed on Town Hall. Cllr Crane proposed that up to £80 could be spent on a banner to advertise the event. This was seconded by Cllr Downe, with all in favour. Further advertising would be through leaflets.
- Outline of the day and request for volunteers to assist in the preparation and running of the event: The set for the event will start at 10 am, opening at 12:30 pm and run until 4:30 pm. This was noted by the committee and agreements to help were received.

Meeting ended at 8.05 pm.