

HUNGERFORD TOWN COUNCIL

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Minutes of the **Tourism and Economy Committee** held on Monday 8th May at 8.00 pm in the Corn Exchange Complex, Hungerford

Present: Cllrs Crane, Knight, Farrell & Small.

Also present Dani [DW] and Adam Winslet (Town & Manor), Ms Debbie Arden-Hunt [DAH] (John O'Gaunt School) and Brian Quinn [BQ] (Penny Post).

- 1. Apologies for absence.** Cllr Chicken.
- 2. Elect Chairman for Tourism & Economy Committee.** Cllr Knight proposed Cllr Crane as Chair of the committee which was seconded by Cllr Simpson, with all in favour.
- 3. Elect of Deputy Chairman for Tourism & Economy Committee.** Cllr Farrell proposed Cllr Small as deputy which was seconded by Cllr Simpson, with all in favour.
- 4. Co-opt onto the committee representatives from Town & Manor, Chamber of Commerce and HTC.** Cllr Crane recommended that Dani Winslet (Town & Manor) and Cllr Simpson were co-opted onto the committee. No representative from the Chamber of Commerce attended, but Cllr Small can act as a link.
Action: Office to invite the Chairperson of the Chamber of Commerce, or a representative to the next meeting.
- 5. Declarations of interests.** None.
- 6. Minutes of the meeting held on 13th February 2017.** Cllr Knight, proposed the minutes as a true record, seconded by Cllr Farrell, with all in favour.

Update on actions from the previous meeting:

Car parking charges – consultation has been completed and WBC approved raising the car park charges, from May. There was no confirmation on the charges in Hungerford.

Car parking issues are to be placed on H&T agenda.

- 7. Hungerford Town Guide** – Cllr Crane and DW reported back on a meeting with Littlecote hotel. They confirmed that a leaflet would be better received than a booklet. The hotel raised that it was difficult for visitors to visit Hungerford as there were few taxis available. The hotel was not interested in running a mini-bus into Hungerford.

A discussion was held about where people find information about areas to visit. It was agreed that this varied, with people just turning up, use their phones or carry out research before they reach the area. BQ felt that the guide should direct people to a source of information in town or the website. The need for a printed format was still there.

DW raised that the T & M web pages have been redesigned and have been launched. It contained a number of useful links about walks events and fishing. The notice boards on the town Hall were due to alter as well. It was felt that having a range of organisations that promote Hungerford would be good.

The committee felt that Hungerford had unique selling points of the antiques, Kennet & Avon Canal and the Common, which would not alter and could be put in print. Also included could be details of events etc. unique to Hungerford and any special offers could be access through web links which can be in the document.

Cllr Crane asked for a small working party to be set up to create a mock up, consider price of production and promotion. A date of 19th May in the Town Hall was agreed and the party would consist of Cllr Crane, DW, BQ and representative of Chamber of Commerce if possible.

Action: Office to send a reminding email of event to those involved.

The use of the library as a Tourist Information point was also discussed.

8. **Welcome signage update** – Discussion was held over the artwork that was used by Great Western Railways “Welcome to Hungerford” at the station. Clarification was for who had the copy right on the art work was asked. On-going action.
Action: Office to re-contact GWR for the artwork and arrange for the banner to be produced.
9. **Coaches** – no further advance. However, it was raised that coaches can stop at bus stops to allow people to get on/off. It was felt that this issue needs to be addressed as retailers are finding it difficult to survive. DW had attended the Newbury Vision week conference and had found the event useful, as funding in Newbury had risen due to increased bids.
10. **Major Employers Forum Update.** It is intended to have all the major Hungerford employers present at JOG allowing Yr. 10 and 11 pupils, parents and member of the public to see who the major employers are in the area and see the opportunities available. Cllr Crane had approached Richard Benyon MP to open the event, but with the election this was difficult to pin-point. Dates were discussed with DAH and Cllr Crane would contact the MP again. The event is intended to run from the afternoon through to the early evening
Action: Cllr Crane to contact Richard Benyon MP for a date in October.
Discussion was held about other possible attendees.
Action: Deputy Clerk to list ideas suggested and send to Cllr Crane.
DAH asked that once the date of the event is set that a letter is drafted from JOG and HTC to send to the companies. Those attending were asked to forward any contacts to Cllr Crane.

The possible role of the Chamber of Commerce was raised, though Cllr Crane reminded the committee of the importance of the event for JOG, and DAH added that it is an Ofsted requirement that children receive independent career advice and see choices that

are available to them. BQ added that Penny Post was happy to run articles on companies involved.

Meeting ended at 9.10 pm.