

# HUNGERFORD TOWN COUNCIL

The Mayor  
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Minutes of the **Tourism and Economy Committee** held on Monday 8<sup>th</sup> February at 7.20pm in the Corn Exchange Complex, Hungerford

**Present:** Cllrs M Crane, Wilson, Small, Farrell & Knight  
Also present Geoff Adams, Adviser

- 1. Apologies for absence.** Cllr Benneyworth
- 2. Declarations of interests.** None
- 3. Elect new Deputy Chairman for Tourism & Economy Committee.** Defer election of Deputy Chair to next meeting. Cllr Knight would like to join the T&E committee and is interested in the position. **Action:** Add to next T&E agenda to vote him on the committee.
- 4. Minutes of the meeting held on 9<sup>th</sup> November 2016.** Cllr Crane, proposed the minutes as a true record, all in favour.
- 5. Signage – Welcome & Pedestrian.** Cllr Crane is still working with North Wessex Downs to get welcome signs in place which could be attached to existing sign posts. NWD may contribute to cost. 4 signs are needed at the main entrances to the town. Some pedestrian signs are needed but locations are undecided. NWD are designing a sign to promote Hungerford as Heart of North Wessex Downs. It was felt Hungerford should be promoted as an Antiques Town also. **Action:** Cllr Crane to chase series of designs from NWD.
- 6. Major Employers Forum.** A poor response was received to the invitations sent to attend an employers' forum. Cllr Crane is concerned there is no current link with mayor employers in the town. **Action:** Cllr Crane will be seeking individual meetings with employers and will speak with JOG school about work experience opportunities. Need to consider what HTC can offer large employers. Thames Valley Chamber of Commerce are looking at inward investment – Hungerford needs to be on the map! The committee wish to carry out a survey to ask what the public would like to see fill the empty premises/shops in High St. **Action:** - Clerk to arrange a meeting and invite representatives from town organisations.
- 7. Picnic Area.** Cllr Crane would like to convert the area by the layby Charnham St, into a tourist area which would include signs & planting.
- 8. A4 Tourist Route.** The previous meeting was cancelled and next date is awaited. The route would start at Hungerford and go through to Bath encompassing all tourist destinations around. It is supported by Visit Wiltshire and the BBC. **Action:** - Invite a Visit Wiltshire representative to come and speak to us.
- 9. Budget Hotel.** Cllr Crane has spoken with the landowner who owns Charnham Park and Kerridge who is in talks with Travelodge & French hotels chains. **Meeting closed at 8.10pm**