

HUNGERFORD TOWN COUNCIL

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Minutes of the **Tourism and Economy Committee** held on Monday 12th February 2018 at 8.00 pm in The Library, Hungerford

Present: Cllrs Crane, Knight, Chicken & Small. Also present Cllr Cusack and Downe. Four members of the public attended including Veronica Bailey (Chamber of Commerce), and two representatives from i3Web (John Laker and colleague).

The committee were given a presentation by i3W TownSite. This web page is used to promote Hungerford as a tourist attraction. It is built from 13 web linked pages and has approximately 40 000 to 50 000 hits a year. The company felt that the visitor information used to promote Hungerford was fractured in approach. Businesses pay for advertising. It was felt that Hungerford relies on antique shops for visitors, but visitors can also require a modern approach. They have been looking at ways of growing different sectors of tourism through use of GPS to create track cycle and running and geo-caching. They would be able to create a Hungerford geocaching walk which could be used to see what Hungerford has to offer. It was felt that there were opportunities to do more to promote Hungerford with a combined approach to encompass the changing demographics to cover cycling, walking and historical interest. The use of a microsite was suggested.

The site could contain articles on the site and images, and costs were discussed ranging from £50 for a bulleting and image to £200 for fuller articles e.g. walks. A bespoke guide could also be created.

Cllr Crane informed the company that we were considering a new leaflet which had web links and were using links with the North Wessex Downs and the Great West Way.

i3Web also added that they were creating information on dog-friendly establishments around Marlborough.

The company was thanked for its presentation

- 1. Apologies for absence:** None
- 2. Co-option of Cllr Downe onto the committee.** The co-option of Cllr Downe to the committee was nominated by Cllr Crane and seconded by Cllr Knight. All in agreement and Cllr Downe was welcomed to the committee.
- 3. Declaration of interests:** Cllr Small – acting Chair of Chamber of Commerce.

4. **Minutes of the meeting held on Monday 12th June 2017.** Cllr Small, proposed the minutes as a true record, seconded by Cllr Knight, all in favour, with one abstention.
5. **Hungerford Trade Showcase – consideration of holding a similar event in 2018.**

The event took place last October at JOG School and following a survey of those attending it was suggested that an event was run again. The aim of such an event was discussed, covering topics including engagement with companies to act as a dialogue to allow conversations into other areas including the Neighbourhood Plan (NHP) and use of apprenticeships and how to small companies can access them.

Action: Cllrs Crane, Small and Downe to meet with companies to ask them what HTC can do for them, with reference to the NHP to ensure their needs are considered.

The location for the next event was considered and it was suggested by Cllr Knight that the event was held in the Corn Exchange. Children from JOG could still access the event. It was proposed by Cllr Chicken to hold the event in October 2018 in the Corn Exchange Complex.

Action: Office to enquire to the Corn Exchange to available dates, facilities available and hire costs.

6. Welcome signage update –

Artwork has been received, but WBC asked for the information on the sign to be reduced and the font size to be altered. It was considered to create a competition to design a welcome sign.

Action: Criteria from North Wessex Downs to be confirmed by Cllr Crane

7. Town Guide – review of progress made to date

This item is put on hold until the next meeting, after those involved in the review of the Town Guide have meet. It was raised that the leaflet would be small in size. The role of social media was discussed.

Action: Cllr Crane to organise a meeting of those involved, and will also include Chamber of Commerce and i3Web.

8. Tourism – consideration of the request from Trail Tail for inclusion of Hungerford

This item was discussed and a number of councillors review the app.

9. Coaches

Feed-back was given by Cllr Knight that from January the number 20 bus will be stopping outside the library, along with Bus No. 46, instead of the Town Hall. This creates a free space and talks are taking place with T&M to allow coaches to stop and drop off at the Town Hall.

Meeting ended at 9.00 pm.