

# HUNGERFORD TOWN COUNCIL

The Mayor  
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Minutes of the **Tourism and Economy Committee** held on Monday 11<sup>th</sup> February 2019 at 8.00 pm in The Library, Hungerford

**Present:** Cllrs Crane, Chicken, Hawkins and Downe.

Also, Cllrs Knight and Simpson and a representative from Chamber of Commerce (Jane Goldstein)

1. **Apologies for absence** – Cllr Alford
2. **Declarations of interests** - None
3. **Minutes of the meeting held on Monday 12<sup>th</sup> November 2018** – *Cllr Crane proposed acceptance of the minutes of 12<sup>th</sup> November 2018 as a true record, seconded by Cllr Chicken, one abstention, rest in favour.*
4. **Review current action plan assigned to the Committee** – Not discussed.
5. **Consider any future projects for 2020/21-** to be in line with HTC Action Plan - **Action:** Add development of visithungerford.com website
6. **Hungerford Trade Showcase 2019 – discussion points on**
  - **Who is the event aimed at?** – Discussion took place. The objective is to raise the profile of Hungerford. The Showcase can promote career opportunities to the school and companies can use it for recruitment and publicity. There is the added benefit of business to business communications although the commonality was questioned.  
The event is free to attend and needs to be publicised widely. It is open to all and not just a school event. It will be promoted at the Town Meeting. Cllr Crane will invite Richard Benyon MP to open it. It was suggested the event be combined with the school's careers evening and that a working party should be in place to organise it.
  - **Location and date** – Clerk and Cllr Crane are visiting JOG School this week to fix a date for the event. It is likely to be held at the school as this was successful last year.
  - **Opportunity to provide businesses with links to different partnerships** - The involvement of Business Networking Clubs and TVLEP was suggested along with a need to attract an audience from outside of Hungerford. Support of the Chamber of Commerce members is required. We wish to attract more businesses including some that couldn't attend previously, not discounting businesses in Leverton and perhaps considering stretching as far as Marlborough. Jane recommend creating an A to Z of Businesses in Hungerford on a poster as she has done for shops. The rebranding of Charnham Park was suggested.
7. **Welcome Signage** –
  - **Update on current status and response from North Wessex Downs** – Confirmation of permission to place the signs is still awaited from West Berks Council.

8. **Town Leaflet** –
- **Update on discussion with Town Team Representative on the town leaflet** – Cllr Crane is meeting with Town Team on 26<sup>th</sup> Feb about combining forces with the Chamber of Commerce for this project.
  - **Update on ticket machines that are giving discounts to shops** – **Action:** The office will continue to chase West Berks Council to stop the issuing of discount tickets from the parking machine.
9. **Great West Way Network** – This will be advertised at the Town Meeting. Businesses in Hungerford need to be aware. Cllr Crane has met recently with the 3 Swans and has a meeting planned with The Bear. Hungerford is not promoted to businesses or tourists effectively. A stand was held at Alexander Palace last month. Jane produced leaflets and tested out 3 strap lines with professional tour agencies attending and many other groups. The leaflets featured 4 elements: shops, eating, historic and get active. Ideally Hungerford needs a location map, an itinerary for different interest groups, guided walking tours, a website, a logo, a pop-up museum and tourist information office. We need to achieve buy in from Hungerford businesses.
- **Update on Visit Hungerford web site** – A report has been circulated. For now, we do not need a particularly complex website, but we may wish to grow this in the future. **Action:** Clerk to obtain further advice from a recommended contact at Chamber of Commerce. It was agreed Clerk should proceed with choosing a web designer and instruct them accordingly.
  - **Consideration of content and main events to be listed** – Not discussed.
10. **Blue Plaque Scheme** – **consideration of response from Hungerford Historical Association** – It was thought there are other priorities to work on before taking this further.

Meeting closed 9.05pm