



New Alresford Town Council
Alresford Recreation Centre, The Avenue, Alresford, Hants, SO24 9EP
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Minutes of the Economy & Tourism Committee meeting held on Tuesday 3rd September 2019 at Alresford Recreation Centre, Alresford, SO24 9EP, commencing at 7.30pm.

	In attendance	Apologies	Absent
Cllr Evans	✓		
Cllr Gordon-Smith	✓		
Cllr Cavell	✓		
Cllr Sprott	✓		
Cllr Holmes	✓		
Cllr Griffiths			✓
Cllr Divall	✓		

ALSO PRESENT: Frances Simpson-Committee Clerk, Marcia Philibert-Town Clerk.

ET19/040 TO RECEIVE AND ACCEPT APOLOGIES FOR ABSENCE

Apologies were received for this meeting from Alison Woods-WCC

ET19/041 TO RECEIVE DECLARATIONS OF DISCLOSABLE PECUNIARY AND NON-PECUNIARY INTERESTS ON ITEMS ON THE AGENDA.

No Declarations of Interest on the agenda were received.

ET19/042 TO APPROVE DISPENSATIONS FOR DISCLOSABLE PECUNIARY INTERESTS UNDER SECTION 33 OF THE LOCALISM ACT 2011.

The Clerk advised nothing was received for this meeting.

ET19/043 Public participation for fifteen minutes to allow members of the public present to raise questions on issues not included in the agenda. Each person wishing to speak will be allowed a maximum of three minutes.

(Public Bodies (Admission to Meetings) Act 1960, Section 1)

A resident suggested that the council buy the GPO telephone box on West Street, Alresford and turn it into a tourist information point. The town has seen more tourists than ever this summer and other than the Watercress Line station, there is nowhere in the town centre to collect brochures, guides and maps. The Telephone box would be an ideal location for this purpose.

ET19/044 TO RECEIVE AND APPROVE MINUTES AND RECOMMENDATIONS OF THE ECONOMY & TOURISM COMMITTEE MEETING HELD ON 30th July 2019

(LGA 1972 Sch 12 para 41(1))

A proposal was received, seconded and voted in favour of accepting the minutes as a true and accurate record of the meeting on 30th July 2019.

Proposed: Cllr Divall Seconded: Cllr Cavell All agreed.

- E19/045** **TO RECEIVE CLERKS REPORT – FOR INFORMATION ONLY**
The clerk advised the committee that point E19/047 will be agreed at full town council meeting on 17th September but it was on the agenda in order that this committee had the opportunity to discuss the content.
- E19/046** **TO RECEIVE REPORTS FROM COMMUNITY ORGANISATIONS**
The Chairman of New Alresford Chamber of Commerce updated the committee on work that they are doing. ‘Welcome dog stickers’ have been advertised in some of the shops and businesses in the town and have been very well received. The Ghost hunt which will run during October half-term has been re-vamped and work is underway with Christmas tree lights which require their annual pat testing before December use.
- Chairman of New Alresford Town Trust reported to the committee that their recent open day, held on 26th August, had been very successful and well attended. The Eel House, Museum and the Norman bridge were all open. This year the Trust had a record number of visitors: 9,101, since opening 10 years ago.
- 20th September sees the 150th Anniversary Celebration of the Avenue. NATT has arranged for a variety of events to take place on the Avenue and the town centre. This has been widely advertised by NATT.
- E19/047** **TO RECEIVE AND APPROVE TERMS OF REFERENCE FOR COMMUNITY AND TOURISM COMMITTEE.**
With minor amendments the committee all agreed to the terms of reference. Full approval for these terms will be voted for at Town Council meeting on 17th September.
- E19/048** **TO DECIDE THE LOCATION OF THE MILLENNIUM & ALRE VALLEY TRAIL SIGN AT THE TOLL HOUSE ON THE AVENUE.**
The committee agreed that the best location for the Millennium Trail Information board would be on the roadside adjacent to the Toll House garage. The timing of this would be at the discretion of the owner of the Toll House as work is due to renovate this building. Proposed: Cllr Evans
Seconded: Cllr Gordon -Smith
- E19/049** **TO AGREE COMMUNICATION STRATEGY FOR LOCAL COMMUNITY ORGANISATIONS TO SHARE INFORMATION.**
In order to communicate with other groups and organisations in the town this committee agree that they should all be regularly invited to Economy & Tourism committee meetings to give updates on promoting and developing events. This would enable the public to get a more comprehensive view on what is going on in the town. The clerk will investigate NATC software provider to see if it would be possible to insert a rolling calendar into the town council website.

E19/050 **TO DECIDE A SHORT-TERM DELIVERABLE PROJECT THAT CAN BE ACHIEVED BY JANUARY 2020.**

Two possible projects, other than making the telephone box in West Street an information point were discussed at this meeting. Re-useable fabric 'Alresford' bags and 're-fill your water' bottle stickers.

Chamber of Commerce produced an Alresford bag several years ago and prices are currently being sought for a similar product. These costs will be brought to another Tourism meeting for agreement.

This committee are also keen to issue water refill stickers to shops and businesses in the town that are agreeable. Refill.org.uk promote this campaign to help prevent plastic pollution. The clerk will ascertain whether logo can be added to these stickers. Meanwhile Cllr Gordon Smith will design a refill logo and printing prices under £100 will be considered.

NATC

Proposed: Cllr Evans Seconded: Cllr Holmes.

E19/051 **TO REVIEW ECONOMY & TOURISM COMMITTEE FINANCES & BUDGET FOR FIVE YEAR PLAN**

The Chairman of this committee recommended that each councillor should bring a new project, which has financial implications, to the October tourism committee meeting.

The Chairman closed the meeting at 21.00 hours.