New Alresford Town Council
Minutes of the Tourism Committee Meeting
Wednesday 15th July 2015
at 6:30pm in the Lower Meeting Room, Alresford Recreation Centre

Present	Cllrs. S.Evans (Chair), L.Griffiths, S.Kerr-Smiley, A.Saunders, B.Gower. Ellen Simpson (WCC) Anna Wilson Barnes (Watercress Line).	
467	**Apologies**: Cllr.B.Jeffs, H. Isa (WCC)	
468	**Disclosures of Interest:** None	
469	**Minutes of the Meeting held on 1st April 2015** **Proposed:** Cllr.L.Griffiths **Seconded:** A.Wilson Barnes **(AGREED)**	
470	**Public Participation:** None	
471	**Finance** The Chairman requested that three financial issues should be clarified within the budget. Firstly, the cost of The Pocket Guide distribution. Secondly, the cost of the Town Market Development Officer and thirdly, the cost of the Millennium Trail leaflet.	
472	**Projects**:	
472.1	**Alresford Millennium Trail Maintenance** There have been no major issues to deal with this time. Peter Bridges continues repairs to the path as and when required and cuts the vegetation to keep a clear route for walkers.	
472.2	**Water Bowser & Hanging Floral Displays** The water bowser has had several mechanical breakdowns since the baskets were hung on 14th May. Any repairs have been carried out as urgently as possible so as not to interrupt the watering timetable. **Resolution:** Any breakdown is not ideal and eats into the budget, so the clerk will investigate companies that could provide this service for the council and obtain quotes for 2016 season to be discussed at the next Town Council meeting. The clerk will re-visit the company called 'Windowflowers' and ask for another up to date quote.	*clerk*
472.3	**Millennium & Arle Valley Trail leaflet reprint.** The re-print is due to be delivered this week and the leaflets will be stored at Arlebury Park. It was discussed that a distribution list should be constructed so that the office can keep track of supply quantities.	
473	**Town Centre Development Manager** Ellen Simpson reported that Heidi Isa won the prestigious CEO award of WCC for her work within the Tourism department. The town development manager has been involved with various projects in the making, including the mask making competition this summer, Apple crushing day in the Autumn, sponsored Christmas trees within St Johns churchyard and an Alresford literary and historical festival for next year. The idea is to be able to expand on these ideas and include different groups within the community.	
474	**New Alresford Town Council Webpage** The new site is currently under construction and will include a calendar of events, opening times and the advertisement of hotels, B&B's and local eateries.	
475	**Reports from Outside Bodies:** **Winchester Tourism: -** There are now 23 new publications in circulation and 17 under construction which include Guest Magazine, Medieval Jewish Trail, Tudors and the Cheriton Battlefield Walk. The South Downs National Park is keen to promote cycling events and English wine via the Food and Drink portal southdownsfood.org Winchester has become a centre of excellent restaurants in a very short space of time and HCC is keen to expand on this. Alresford and local businesses could learn from this and make more of their products. **Chamber of Commerce:** The Chamber is looking to create a loyalty card via a phone application. This would encourage shoppers in Alresford to visit several businesses and promote trade. **Watercress Line:** Visitor numbers have slightly increased in line with numbers right across the county. 120/125,000 people come through the line each year with the aim of reaching 150,000. Various activities on the line are planned for this year. There is a bus rally this Sunday in Anstey Park, Alton and a Summer Food festival on the 25/26th July. The Watercress line are members of the Hampshire Festival Fare and are linking up with local food and drink producers. This will be centred mostly at Ropley Station where there is ample parking and possibly also at Medstead Station. Thomas the Tank engine will feature again this Summer as will Santa on the Line in the Winter. These are the two most popular events and account for 40% of the watercress Line's income.	
	Date of next meeting: Wednesday 14th October 2015 at the Alresford Recreation Centre. **Meeting closed at 20.40pm** Chairman's signature…….Date……	