

		New Alresford Town Council Minutes of the Tourism Committee Meeting Wednesday 14th October 2015 at 6:30pm in the Lower Meeting Room, Alresford Recreation Centre.	1021
Present	Cllrs. S.Evans (Chair), L.Griffiths, S.Kerr-Smiley, A.Saunders, B.Gower, B.Jeffs, E.Jeffs. Kate Cloud (WCC), H. Isa (WCC)		
476	Apologies: Anna Wilson-Barnes (Watercress Line) & Ellen Simpson (WCC).		
477	Disclosures of Interest: None		
478	Minutes of the Meeting held on 15th July 2015 Proposed: Cllr.S.Evans Seconded: Cllr.L.Griffiths (AGREED)		
479	Public Participation: None		
480	Finance: An accurate annual budget needs to be formed to put forward to Full Council. The committee approved a £5,500 budget allocation for 2016/2017 for the Market Town Development officer subject to confirmation at Full Council. Resolution: Committee agreed to approach outside bodies to agree to contribute a small donation towards the Market town development Officer. Proposed: Cllr.S.Evans Seconded: Cllr E.Jeffs (AGREED)		<i>clerk</i>
481	Projects:		
481.1	Alresford Millennium Trail Maintenance There have been no major issues to deal with this time. Peter Bridges continues to make repairs to this path when required.		
481.2	Water Bowser & Hanging Floral Displays The water bowser has had 11 mechanical breakdowns since the baskets were hung on 14 th May following a full service before the start of the season. This has incurred immense costs to natc and other options were discussed at this meeting for 2016. The committee felt that the public should be informed in The Forum that the costs of supplying and maintaining the hanging baskets have taken a steep rise which could incur a price increase for next year.		
481.2.1	Repair work to bowser The bowser has outstanding repair work to its pump. This will be reviewed in the near future.		
481.2.2	Hanging Garden Nursery proposal for 2016 Two companies that supply and maintain floral displays are being explored and the clerk will arrange a meeting with the Chairman to discuss the town requirements. This can then be finalised at full council.		<i>clerk</i>
482	Town Centre Development Manager		
482.1	Kate Cloud from WCC Economy & Arts: explained that the cost to continue with The Town Market Development Officer would increase from £5000 to £5,500 for 1 and a quarter days per week for 2016/2017. This is because a financial contribution from HCC was not expected. The committee were all in approval for Heidi Isa to continue her work which is still in infancy stage subject to approval from Full Council.		
482.2	Town Market Development officer update: Heidi re-capped on events held this year including the Alresford Ghost Hunt, Easter Egg Trail and Mask making competition which was very successful. The next town event is the Alresford Rotary Apple Day on 18 th October in which Heidi has had a supporting role promoting various activities on the day. A welcome pack for new residents has also been devised by MTDO. These will include vouchers and information about local businesses. The aim being to make new residents feel welcome and to join in local societies and shops. This pack should be ready by the beginning of December. A flyer for Christmas events is also being produced. The committee also discussed that a uniform 2 hour parking limit in the Alresford would be helpful for shoppers and therefore also traders. It was felt that a survey amongst traders would be a really helpful tool in accessing the actual footfall and success of the local economy.		
483	New Alresford Town Council Webpage The new Tourism webpage is live although more descriptive text is expected soon. Ideas for extra information could include TMDO e-newsletter, where new members can subscribe in addition to the proposed Christmas flyer. The main town events are in print in the monthly Forum but it would be beneficial to collate this and create an Events section for the website.		
484	Reports from Outside Bodies:		
484.1	Winchester Tourism: WCC reported that BBC/Children in Need are staging the Lights Switch On with Winchester BID on 10 th November and a city centre grotto is planned for the 4 Saturdays before Christmas. 17 new tourist guides are being produced and on 19 th March WCC is organising a coach tour of the district and Alresford is one of the key stops. For 2016 'Royal Blood' will be a theme for the Hampshire Cultural trust. Also work is underway to develop a 'Kings and Queens' trail with the University of Winchester. Jane Austen 200 commemorations is another big theme and a trail will work along the High Street, side streets of the city centre passing the cathedral and ending at College street garden. Finally a cricket leaflet which heavily features Alresford is being re-developed. Food and Wine businesses can log their businesses onto www.southdownsfood.org		
484.2	Chamber of Commerce: Apart from bank closures and one shop in Broad Street all premises in the town are occupied. Late night shopping is planned for 11 th December and the Chamber of Commerce are keen for all businesses in the town to take part. However limited parking is an issue.		
484.3	Watercress Line: A report from the watercress line updated the committee that Summer Thomas events went well apart from wet days. Santa ticket sales are in advance of last year so far. The line also held a 150 th anniversary day with a brass band and children from Sun Hill junior School. Forthcoming events will be the Autumn gala and Wizard weekend over October half term, followed by Christmas dining and Santa.		
	Date of next meeting: Wednesday 20th January 2016 at the Alresford Recreation Centre. Meeting closed at 19.50pm		
	Chairman’s signature.....Date.....		

