



New Alresford Town Council

ECONOMY AND TOURISM COMMITTEE MEETING

**MINUTES OF THE MEETING OF NEW ALRESFORD TOWN COUNCIL held on
Tuesday 27th November 2018 at 6.00PM in the Alresford Recreation Centre, Alresford**

	In Attendance	Apologies	Absent
Cllr Evans	✓		
Cllr Gordon Smith	✓		
Cllr Pinch	✓		
Cllr Sprott	✓		

Also present: Marcia Phillibert, Town Clerk

181101	To receive and accept apologies for absence No apologies received.
181102	To receive Declarations of Interest on Agenda There were no Items of Interest on Agenda received.
181103	The Chairman to sign as a correct record the Minutes of the Council meeting held on 24 July 2018 On 18 September 2018 the Chairman had previously signed as an accurate record the Minutes of the Council meeting held on 24 July 2018 RESOLVED: MINUTES OF PREVIOUS MEETING SIGNED ON 18 SEPTEMBER 2018 BE ACCEPTED
181104	Public participation-None
181105	To consider any matters arising not covered on the agenda elsewhere- Empty shops in the Town. Discussion held as to the possible reasons for the number of empty shops in the town. There were five main reasons <ol style="list-style-type: none"> 1. General economy in the UK 2. Further shift to internet purchasing 3. The strength of the business 4. Business life cycle – peaks and troughs 5. Rents and rates Propose contact closing business to receive feedback regarding the reason for closure and to liaise with the Chamber of Commerce. A proposal was received, seconded and voted in favour of requesting feedback from shops closing in the town regarding reason and liaise with Chamber of Commerce. RESOLVED: TO REQUEST FEEDBACK FROM CLOSING BUSINESSES AND LIAISE WITH CHAMBER OF COMMERCE
181106	To discuss Alresford Chamber Events The committee discussed how to encourage persons to visit Alresford. Aware that Chamber of Commerce conducts various events throughout the year such as Easter Egg Hunt, Alresford Revival, Bring your dog to town week and Ghost Hunt. The Committee has budgeted to support such events and the Chamber should be made aware. Previously a Chamber representative attended Council Meetings. Contact to be made to encourage attendance at Council meetings in future or provide report to Council for consideration. Also, to include liaison with Winchester Tourism and Mid Hants Railway A proposal was received, seconded and voted in favour of contacting Chamber of Commerce requesting their presence at future meetings or providing a report

	<p>to Council for consideration. To liaise with Winchester Tourism and Mid Hants Railway</p> <p>RESOLVED: REQUEST CHAMBER OF COMMERCE ATTEND FUTURE MEETINGS OR PROVIDE WRITTEN REPORT FOR COUNCIL CONSIDERATION. TO FURTHER LIAISE WITH WINCHESTER TOURISM AND MID HANTS RAILWAY</p>
181107	<p>To discuss Budget</p> <p>The Budget has been submitted. The Lamppost Survey is now budgeted for £600.00.</p>
181108	<p>To agree to reprint the Millennium & Alre Valley Trail Guides.</p> <p>The Guides are to be revised and updated. There are several amendments to be made including the pictures in the guide. Electronic version of the guides to be circulated to the committee by NATC Office.</p> <p>A proposal was received, seconded and voted in favour of revising the guides.</p> <p>RESOLVED: BOTH THE MILLENNIUM AND ALRE VALLEY TRAIL GUIDES BE REVISED AND UPDATED</p>
180109	<p>To discuss and agree New Alresford hanging basket scheme for 2019</p> <p>It was agreed to continue with the Hanging Basket scheme in New Alresford.</p> <p>A proposal was received, seconded and voted in favour of continuing with the hanging basket scheme</p> <p>RESOLVED: THE HANGING BASKET SCHEME BE CONTINUED IN 2019</p>
181110	<p>Finalise Trail Tale App.</p> <p>The Trailtale smartphone app is now operational. It provides a 3-mile guided walk along the Millennium Trail.</p> <p>The Committee thanks Frances Simpson, Committee Clerk and Rafi Ilivitzky, Managing Director of Trailtale for their hard work in delivering this fun for all the family application.</p> <p>RECOMMENDATION 1: TRAILTALE TO BE PROMOTED ON ALL SOCIAL MEDIA SITES.</p>
	<p>Meeting concluded at 1955 hours</p> <p>The date of the next Economy & Tourism meeting will take place on 12 February 2019</p>