

New Alresford Town Council
Minutes of the Tourism Committee Meeting
Wednesday 12th October 2016
at 6:30pm in the Lower Meeting Room, Alresford Recreation Centre.

	In Attendance	Apologies	Absent
Cllr Barrett			
Cllr Evans	✓		
Cllr Griffiths	✓		
Cllr Gower		✓	
Cllr B Jeffs	✓		
Cllr Jeffs	✓		
Cllr Kerr-Smiley		✓	
Cllr Pinch			
Cllr Power			
Cllr Saunders	✓		
Cllr Spencer			
Ellen Simpson (WCC Tourism)	✓		
Kate Cloud (WCC)	✓		
Heidi Isa (WCC)		✓	

Clerk: F.Simpson

504 **Disclosures of Interest - None**

505 **Minutes of the Meeting held on 13th July 2016**

Proposed: Cllr. Jeffs **Seconded:** Cllr. A. Saunders **(AGREED)**

506 **Public Participation: None**

507 **Finance:** The budget for 2017 will be discussed in a further meeting. There is a new heading under Tourism finance which is for the Millennium Trail where HCC will be helping with repair costs.

508 **Projects:**

508.1 **Alresford Millennium Trail Maintenance**

Some repair work to the river path in the vicinity of the Fulling Mill will be taking place this month or next.

508.2 **Hanging Baskets 2016**

A customer satisfaction survey was completed by the residents of Alresford town centre who bought baskets and troughs this year. Predominantly residents were very satisfied although some felt the planting could be more varied. Natc will confer with the nursery regarding planting for next year.

508.3 **Market Town Survey**

The final benchmarking report undertaken by 'People & Places' is completed. This will be summarised and a vision statement will be formulated. Heidi Isa will request an extraordinary meeting for this purpose.

508.4 **New Alresford Town Council Noticeboard**

Resolution: To accept Mint Signs quotation for window graphics at the ARC to advertise the Town Council and ARC bar.

Proposed: Cllr. S.Evans **Seconded:** Cllr. B.Jeffs **(AGREED)**

Resolution: To move leaflet display unit in outer office to the lobby in order to make it more visible to the public.

Proposed: Cllr. A. Saunders **Seconded:** Cllr. B. Jeffs **(AGREED)**

509
509.1

Town Centre Development Manager

The TMDO has achieved a lot in the last two years of this scheme's inception. It has a FB page with more than 550 likes and a newsletter (567 subscribers). The Easter egg trail and a face finding mission this summer both proved popular and importantly there was positive feedback from shops in the town. 18 businesses took part in a ghost hunt last year. A Christmas flyer was also produced last year along with welcome packs which were distributed to the local estate agents. February Half term plans are in the making. The TDMO has secured £5000 from the Southern Co-op to be spread across the 4 market towns (Bishops Waltham, Denmead, Wickham & New Alresford).

509.2

TMDO Funding – The cost will remain at £5,500 for one & quarter days per week for New Alresford even though the cost of the project is increasing. WCC have employed Katherine Lemmon to work alongside Heidi on the project until June 2017.

Resolution: Tourism committee is in favour of continuing with the TMDO at a cost of £5500 for 2017-2018.

Proposed: Cllr. S.Evans **Seconded:** Cllr. A.Saunders **(AGREED)**

This resolution needs to be taken to the finance committee and put into 2017 budget.

510

Reports from Outside Bodies:

510.1

Winchester Tourism- The Winchester Tourism website is being re-tendered and in order to generate more income the office is also being re-structured. The visitor guide is being re-done, a rare tree trail is coming up along with a Jane Austen 200 festival- Hampshire's year of celebration to mark the bicentenary of the authors death. This is aimed at the many of Winchesters visitors from locals to cruise ship tourists which is now a very large market. Another fun trail is 'Rain Jane' which will show 12 quotes across the city only when it rains.

510.2

Chamber of Commerce- It was reported that two new shops are going into what was the National Westminster bank in East Street. The Chamber will re-new the Alresford pocket Guide for next year.

510.3

Watercress Line- No report.

Date of next meeting: 18th January 2017.

Meeting closed at 19.40pm

Chairman's
signature.....Date.....

