



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 30th July 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	✓		
Cllr B Jeffs	✓		

ALSO, PRESENT: Frances Simpson-Committee Clerk, Rachel Gander (HCC), Fiona Issacs (Alresford Chamber of Commerce)

ET19/026 TO RECEIVE AND ACCEPT APOLOGIES FOR ABSENCE

Apologies were received for this meeting from Cllrs Griffiths & Sprott due to holiday commitments.

ET19/027 TO RECEIVE DECLARATIONS OF DISCLOSABLE PECUNIARY AND NON-PECUNIARY INTERESTS ON ITEMS ON THE AGENDA.

No Declarations of Interest on the agenda were received.

ET19/028 TO APPROVE DISPENSATIONS FOR DISCLOSABLE PECUNIARY INTERESTS UNDER SECTION 33 OF THE LOCALISM ACT 2011.

The Clerk advised nothing received for this meeting.

ET19/029 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)

The Chairman of Alresford Town Trust spoke regarding the work and events that the Trust does for the town of Alresford.

A heritage open day card was printed at the beginning of 2019, with the aid of a grant from HCC Cllr J Porter, listing the main events that Trust has organised from April through to December. This has been a great success and boosts tourism to the town.

Two Brocante markets in addition to a French market are organised in addition to the 50 weekly markets on a Thursday, held in Broad Street.

The Trust also maintains and manages The Avenue and its trees. 2019 sees the 150th Anniversary Celebrations of this Avenue, gifted to the town by the Bishop of Winchester for recreational purposes in 1869.

The Chairman of the Town Trust would welcome constructive ideas and support for the contribution to the economy and tourism of Alresford.

The Chair of the Alresford Chamber of Commerce also spoke during public participation. This society feels there are no cohesive meetings with representatives from all Alresford Societies. It was suggested that NATC promote this to aid the development of community events. The usual events that the Chamber organise such as War on the Line and the LED Christmas Tree light project continue as in previous years and thank NATC for their continued support.

The Chamber also have concerns that footfall is down in the town which is affecting business success.

ET19/030 **TO RECEIVE AND APPROVE MINUTES AND RECOMMENDATIONS OF THE ECONOMY & TOURISM COMMITTEE MEETING HELD ON 4th June 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 4th June 2019. All agreed.

ET19/031 **TO RECEIVE CLERKS REPORT – FOR INFORMATION ONLY**

The Clerk advised the committee that WCC are re-printing the Alresford Millennium & Arle Valley Trail leaflet.

ET19/032 **TO RECEIVE UPDATES FROM:**

1. Chamber of Commerce

The Chairman spoke in public participation.

2. Winchester City Council Tourism

A TIC officer gave a thorough update on the economy side of Winchester and Tourism developments. Winchester has created a new business support service which is free of charge to businesses located throughout the Winchester district. It is provided by *Incuhive* on behalf of WCC.

The council are also working with Enterprise M3 to put on a business clinic scheduled for 25th September at WCC offices. WCC has allocated £740,000 in funding across East Hampshire, Eastleigh & Winchester areas to support projects that will create 30 FTE jobs and boost the economy.

A new sector Engagement Officer position has been created to support businesses in the council's key economic sectors. Meanwhile Market towns Support has moved from Economy team to the new Communities team. WCC is currently re-printing the Millennium & Arle Valley trail leaflet. Major campaigns for Tourism this Summer include Keats 200 and Mayflower 400 project which are currently being prepared alongside another new trail. A hotel occupancy survey is also underway and an annual business guide will be ready for 2020.

3. Mid Hants Railway Line

The Watercress line sent a written report outlining what their main events for the year will be. Day out with Thomas runs from 3rd to 11th August, Open weekend 14-15th September, Steam Gala is followed by the Wizard weekend in October, Walk the Line in November followed by Santa Specials throughout December. 2020 program is hoping to have some new events in conjunction with local companies.

ET19/033 **TO CONSIDER THE LOCATION OF THE MILLENNIUM & ARLE VALLEY TRAIL SIGN AT THE TOLLHOUSE ON THE AVENUE**

Councillors agreed to walk this part of the Millennium & Arle Valley Trail with the view of considering the location of this sign in conjunction with permission from the property owner of the Toll House. **This will be re-considered at September committee meeting.**

ET19/034 **REVIEW HANGING BASKET/TROUGH SCHEME & PRICING + VAT**

This will be reviewed at the next Committee meeting in September. Meanwhile the clerk will endeavour to ascertain whether the nursery will be increasing their prices for 2020. NATC are very keen to continue with this scheme and ideally would like to enlarge the number and type of displays.

ET19/035 **TO AGREE PURCHASE OF PICNIC BENCHES AT ARC**

This idea will be sent to Recreation Committee for consideration.

ET19/036 **TO AGREE SHORT TERM DELIVERABLE PROJECTS THAT CAN BE ACHIEVED BY JANUARY 2020.**

Suggestions for consideration:

1. Environmentally friendly packaging options for Alresford shops & Alresford jute bags

The Chairman revisited an idea originally produced by Chamber of Commerce. Approximately 10 years ago jute bags were printed with Alresford branding and sold via businesses in the town. This idea was discussed at length including other recyclable products. **This will be on the agenda again in September for further development.**

2. To agree a format/judging for Alresford photographic competition and initiate.

It was proposed to run a New Alresford Summer Photographic Competition. It will be open to children and adults to produce either a print or one-minute video and judged by a member of Winchester Photographic Society at the end of September. Proposed: Cllr Divall Seconded: Cllr Holmes.

3. To discuss and action the creation of a walking & cycle route brochure. Committee recommended to add a section on Alresford walks and cycle routes at the time that the Alresford Pocket Guide is re-printed. An extra map could also be added at the back of this publication.

ET19/037 **TO APPROVE BENCHMARKING REPORT PEOPLE-PLACES SURVEY**

New Alresford had a bench marketing report done in 2016 with the view that this would be repeated in the same survey months in 3 years' time. This committee is keen to action this. **The subject will be re-visited at the September meeting to agree a budget line for expenditure of the town benchmarking survey.**

ET19/038 **TO REVIEW BUSINESS OWNERS PARKING PERMITS AT ARLEBURY PARK**

WCC has confirmed they will section off trader parking spaces at Arlebury Recreation Centre car park. **The committee felt that designated spaces would be unnecessary but would like to action this scheme for a one-year trial so that 16 Alresford Traders could apply for a permit at a reduced rate.** This would be available on a first come first served basis. Proposed: Cllr Evans Seconded: Cllr Gordon Smith 3 in favour, 1 not in favour and 1 abstained from voting.

ET19/039 **TO REVIEW ECONOMY & TOURISM COMMITTEE FINANCES & BUDGET AND AGREE FIVE YEAR BUDGET**

This committee has an evolving 5-year budget. Extra floral displays were discussed for 2020 in various forms. The clerk will investigate the cost of containers and extra finances will be added to the budget for this purpose. **At each Economy & Tourism committee the finance and budget will be discussed and reviewed if necessary.**

The Chairman closed the meeting at 9.10pm