



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 4th June 2019 at Alresford Recreation Centre, Alresford, SO24 9EP, commencing at 6.00pm.

	In attendance	Apologies	Absent
Cllr Evans	✓		
Cllr Gordon-Smith	✓		
Cllr Cavell	✓		
Cllr Sprott	✓		
Cllr Holmes	✓		
Cllr Griffiths	✓		
Cllr Divall	✓		

ALSO PRESENT: Frances Simpson-Committee Clerk & Marcia Phillibert – Town Clerk
Clerk's Assistant- Liz Jenkinson

E19/012 **TO RECEIVE AND ACCEPT APOLOGIES FOR ABSENCE**

No apologies were received for this meeting.

E19/013 **TO ELECT CHAIR OF NEW ALRESFORD ECONOMY & TOURISM COMMITTEE FOR MUNICIPAL YEAR 2019/20**

The Economy & Tourism Committee proposed Cllr Evans as returning Chairman. Proposed: Cllr Griffiths Seconded: Cllr Cavell All agreed.

E19/014 **TO ELECT VICE CHAIR OF NEW ALRESFORD ECONOMY & TOURISM COMMITTEE FOR MUNICIPAL YEAR 2019/20**

The Economy & Tourism Committee proposed Cllr Griffiths to be vice-chair. Proposed: Cllr Sprott Seconded: Cllr Gordon-Smith. All agreed

E19/015 **TO RECEIVE DECLARATIONS OF DISCLOSABLE PECUNIARY AND NON-PECUNIARY INTERESTS ON ITEMS ON THE AGENDA.**

No Declarations of Interest on the agenda were received.

E19/016 **TO APPROVE DISPENSATIONS FOR DISCLOSABLE PECUNIARY INTERESTS UNDER SECTION 33 OF THE LOCALISM ACT 2011.**

The Clerk advised nothing received for this meeting.

E19/017 **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)

No members of the public were present at the meeting.

E19/018 **TO RECEIVE AND APPROVE MINUTES AND RECOMMENDATIONS OF THE ECONOMY & TOURISM COMMITTEE MEETING HELD ON 12TH FEBRUARY 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 12th February 2019. All agreed.

E19/019 **TO RECEIVE CLERKS REPORT – FOR INFORMATION ONLY**

The Clerk advised the committee:

- The town centre pavements have been pressured washed of debris and weeds by the Parish Lengthsman. A grant was awarded by WCC for this purpose.
- Hanging baskets and Up the Pole floral displays were erected throughout the town centre on May 17th in time for the annual Watercress Festival.
- The Millennium & Arle Valley Trail leaflet re-print is still on going.
- Mid Hants Railway Line have informed NATC that they are currently in negotiation with Winchester City Council regarding the renewal of the Station Car Park lease

E19/020 **TO REVIEW AND APPROVE COMMITTEE DRAFT TERMS OF REFERENCE.**

Resolution: The terms of reference for this committee were agreed subject to amendment. Proposed: Cllr Sprott Seconded: Cllr Gordon-Smith. All agreed.

E19/021 **TO REVIEW COMMITTEE FINANCE AND BUDGET.**

The Chairman explained the budget of this committee to new Councillors:

- The Pocket Guide is re-newed every 2 years. NATC contribute to the cost of the distribution of this leaflet.
- The committee also contribute to the ‘Town Support Scheme’ started by the former Town Market Development Officer and now taken over by Alresford Chamber of Commerce. The name ‘Town Support Scheme’ was Proposed: Cllr Evans Seconded: Cllr Griffiths. All Agreed
- The Hanging Basket and Up the Pole Scheme is an annual project whereby the public in the town centre can buy a basket and NATC pays for the watering and maintenance for the season. Up the Pole displays are paid for by NATC with the kind support of Alresford businesses and societies.
- Three Town Entry areas are seasonally planted and paid for by NATC
- NATC contribute towards the cost of replacing the Alresford Christmas Tree lights with LED bulbs. This project is led by The Alresford Pigs.
- NATC has a budget for emergency work on the Millennium Trail path.

- The Economy & Tourism Committee also re-prints the Millennium & Arle Valley Trail leaflet when required. This is currently being undertaken by Winchester City Council

E19/022

TO RECEIVE UPDATES FROM:

(I) CHAMBER OF COMMERCE:

The Easter Egg Hunt project increased in popularity this year by 24% from last year with 250 attendees.

War on the Line event continues working in conjunction with the Town Trust and NATC.

(II) MID HANTS RAILWAY LINE

The popular War on the Line event this year takes place 15-16th June.

A day out with Thomas takes place between 3-11th August

There is an Open weekend 14-15th September

Autumn Steam Gala 18-20th October TBC

Wizard Weekend 26-17th October

Walk the Line 9th November followed up by the Santa Specials throughout December

(III) WINCHESTER CITY COUNCIL TOURISM

No updates were available at this time.

There was a proposal for the Chairman of the Committee to meet with the managers and officers of the Chamber of Commerce, Watercress Line and WCC Tourist Information Centre to enhance awareness of Town Centre aspirations, footfall and visitor experience.

Proposed: Cllr Divall Secoded: Cllr Sprott All agreed.

E19/023

TO DISCUSS AND AGREE FUTURE LIAISON STRATEGY WITH WINCHESTER TOURISM IN RESPECT OF NEW ALRESFORD TOWN

The Committee discussed setting a day in the future to meet with the head of WCC Tourism, local newspapers and radio, hotels and possibly taxi companies to conduct a walkabout Alresford followed by a light lunch to increase visitor awareness.

E19/024

TO REVIEW DRAFT AGREEMENT WITH CHAMBER OF COMMERCE

The Town Clerk requires a review of Chamber of Commerce events every January. These events are to be minuted so that NATC financial outgoings are kept in order for budget and payment purposes. This rule will apply to all businesses not Chamber of Commerce in isolation. The Town Clerk and Chairman will draw up a new draft document to this effect. The final document will then go to Full Town Council for approval.

E19/025

TO REVIEW PEOPLE AND PLACES TOWN BENCHMARKING REPORT

In 2016 Winchester City Council carried out and paid a substantial report to be undertaken of Alresford initiated by the former Town market Development officer. This report included footfall on different days of the weeks, taking into account: mode of transport, number of visits in a given week, parking and so on.

**Resolution: The Economy & Tourism Committee would like to re-visit and refresh the 2016 Benchmarking Report. It will then be made public to residents. The cost of this survey will need to be taken into consideration so this issue will need to go to Full Town Council to agree the go ahead as Economy & Tourism Committee has a small budget. Proposed: Cllr Evans
Seconded: Cllr Sprott.**

The clerk will investigate the cost.

The Chairman closed the meeting at 20.45pm

The next Economy & Tourism meeting will take place on Tuesday 30th July 2019 at 1900 hours at the Town Council Meeting Room, Alresford Recreation Centre, The Avenue, Alresford SO24 9EP.