

WALLINGFORD TOWN COUNCIL

MINUTES

of the

Tourism and Economic Development Committee Meeting held in the Town Hall, Wallingford on
Monday 26th June 2017

PRESENT

The Mayor, Councillor Mick Kidley

Councillors, Cockman, Holland and Lester
Mrs Claire Blacker, Market Town Co-ordinator
Mrs Penny Curl of the Town Information Centre
District Councillor Elaine Hornsby

In Attendance: Senior Administrator: Mrs Barbara Atkins

102. ELECTION OF CHAIRMAN

It was Proposed by Councillor Holland, Seconded by Councillor Lester and

RESOLVED:

THAT Councillor Cockman is elected Chairman of the
Tourism and Economic Development Committee for the
2017/2018 Municipal Year.

Councillor Lester at this point asked it to be minuted that the Town Council wished to thank
Councillor Holland for stepping in and chairing the Tourism and Economic Development Committee
for the remainder of the last Municipal year.

103. APOLOGIES FOR ABSENCE

Apologies for absence were received from Councillors Beatty, Hughes and McGregor, and
Mrs Jackie Powell

104. ADMISSION OF THE PUBLIC

It was Proposed by Councillor Holland, Seconded by Councillor Lester and Resolved that
there were no items for inclusion in Part II confidential minutes.

105. DECLARATION OF INTERESTS

Information for each Member was available at the meeting.

106. PUBLIC PARTICIPATION (10 MINUTES IN TOTAL)

There were no public participants under this section.

107. TERMS OF REFERENCE

Councillors reviewed the Terms of Reference. Councillor Holland stated that within the Terms of Reference there should be a budget. Councillors discussed and agreed that this Committee and all other Committees would be able to function more efficiently if they had a budget allocated to them. It was Proposed by Councillor Holland, Seconded by Councillor Lester and

RECOMMENDED:

THAT a review of budget and spend for all committees is undertaken and thereby a budget is allocated to each committee.

108. MINUTES

Councillors noted that the Minutes of the Tourism and Economic Development Sub-Committee held on the 27th February 2017 were signed as a correct record at the Plans and General Purposes meeting held on the 27th March 2017.

109. UPDATE FROM CLAIRE BLACKER, MARKET TOWN COORDINATOR

1. Mrs Blacker went through the **Economic Action Plan** (Copy attached) with Members and the following was discussed:
 - i) The new **Explore Wallingford** has been very well received. Mrs Blacker was thanked. Mrs Curl will deliver some leaflets to the tourist office in Oxford and Henley. Local deliveries will be made on foot. It was suggested that some businesses who wished to have a large amount of leaflets could be asked to make a financial contribution.
 - ii) **New Residents Pack** – It was noted that this pack is very well received but estate agents no longer receive copies to hand out as they are often not distributed to new homeowners and the packs go out of date. It was noted that the number of packs required will increase with all the proposed new developments in Wallingford and that this needs to be considered when estimates are prepared.
 - iii) **Diary of Events** – This will be linked to the Website and the E Newsletter and may in future be produced twice a year.
 - iv) **Town Videos** – Councillor Beatty is having discussions with third parties regards a video and Mrs Blacker is awaiting an update. Mrs Blacker updated Members about a proposed video

but a budget of +- £4k is required. The plan is that an aerial photograph will have places of interested highlighted on it. It was Proposed by Councillor Lester, Seconded by Councillor Holland and

RESOLVED:

THAT Mrs Blacker and Cllr Cockman will meet up with drone operator to discuss the project of an aerial photographic plan further.

Members also noted that the District and County Councillors have a budget for use in their towns/parishes and that the town Council should consider asking if this may be used for proposed projects.

2. **Pop-up Screening Experience Update** - The opportunity for this to take place in Wallingford has been missed as the provider is continuing in the Chilterns this year.

110. FLASH SHOP/EMPTY SHOP PROGRAMME

The contract with Flash Shop has not been renewed as there are no suitable shops. The owner of the empty shop in St Mary's Street (opposite Beijing Diner) has approached Mrs Blacker to see if the Town Council would like to run a pop-shop in this unit. Members discussed but concluded that this was not a good location for a new business even though there are 21 pop-up shop enquiries. If the Post Office moves out of KP, there could be an opportunity for a pop-up shop in its place. Pop-up shops will be remain on the Agenda for present.

111. MIDSOMER MURDERS

Mrs Blacker updated Members regarding a meeting with stakeholders that had taken place. It had been very positive meeting discussing whether Wallingford is maximizing the interest shown by tourists in Midsomer Murders and thereby promoting tourism and economic development within the Town. It is proposed that tours, museum, Corn Exchange, Town Hall and The George are all promoted. The Website relating to Midsomer Murders will hopefully be taken over by the Market Town Co-ordinators but Mrs Blacker will let Councillors know the outcome of a meeting which is due to take place shortly. Since 1st April 2017 238 visitors have entered the Town Information Centre regarding Midsomer Murders and it was agreed that Wallingford's other attractions can be promoted to these visitors once they are "through the door". It was Proposed by Councillor Cockman, Seconded by Councillor Lester and

RESOLVED:

THAT the tourist interest in Midsomer Murders is promoted to maximise tourism and economic development within the town.

112. NEIGHBOURHOOD PLAN

Councillor Holland updated Councillors and reported that a Public Consultation will be taking place on Saturday 8th July between 10am and 4pm and it is a very important event when all the steering groups will be present. Councillor Holland urged Councillors to attend however if you are unable to attend information regarding sites and the consultation are available on line. Councillors thanked Councillor Holland for all her hard work.

113. REPORT FROM THE TOWN INFORMATION CENTRE (TIC)

Mrs Curl presented the revised statistics, copies of which had been distributed in advance of the meeting. The key points discussed were:

- Year end – lowest number of bus enquires
- Year end – highest number of holiday maker enquires.
- The statistics now include Midsomer Murders Visitors.
- Town Information Centre are concerned about the stock levels of leaflets
- Tour guides are inclined to come into the TIC and take bundles of leaflets.

Councillors discussed the TIC's concerns about the stock levels of leaflets and concluded that the staff should check stock levels and report these to the Market Town Co-ordinator in order for her to take any necessary action. It was also decided that the new Explore Wallingford should be given out readily to members of the public including tour guides although it would be good practice to try to obtain their contact details.

114. SMALL BUSINESS SATURDAY

Mrs Blacker brought to Member's attention the Small Business Saturday event which will take place in December. Mrs Blacker will be attending a meeting with the other Market Town Co-ordinators to discuss how this 5th Anniversary year may be celebrated. Members discussed noting that this is a very busy time of year for the independent shops in the town centre and that perhaps the independent businesses outside of the town centre should be involved. It was concluded that Mars Blacker will report back after her meeting with more information and that is will be an agenda item at the next meeting.

115. GUEST MARKETS

Mrs Blacker reported that other towns in South and Vale have guest Markets be they Italian, French, Craft or Vintage and asked if Wallingford should be looking to increase the footfall in Market Place. Members discussed in detail noting that guest markets may take business away from the small shops, that the Market Place is a very small one but that they do bring visitors to Wallingford and these may then return. District Councillor Hornsby reported that at a meeting she had attended the presence of musicians and music on Market Places had been discussed and it was noted that this had created an ambience which had helped to improve trade. Members discussed and suggested buskers and band concerts. It was concluded that further discussions outside of this meeting could take place to draw up different ideas and that these could be discussed with the current market traders.

116. EVENTS

- Review of Recent Events:
 - St George's Day – 22nd April – Took place and weather was great
 - Vehicle Rally and Parade – 7th May - Very successful, £15,000 raised for charity
 - Blues and Beer – 9 to 10th June - Cancelled
 - Carnival – 17th June – Successful and Members asked for it to be recorded that the new committee had put new life into the event for which they were grateful.
- Future Main Events:
 - Cycle Festival – 16 July – Plans going well. Road closure very expensive.
 - Bunkfest – 1-3 September – Moving forward as planned.
 - Agatha Christie Weekend – 8-10 September – Judy Dewey and Suzanne tea in Town Hall package being prepared. Councillor Cockman offered help on the day
 - Fireworks – 4 November
 - Christmas Festival – 3 December – Theme unknown – Santa Dash
- Any Suggestions for future events.

117. REQUEST FROM CENTRE 70 FOR BROWN TOURIST DIRECTIONAL SIGNS

It was brought to Members attention that the request received was from the Art Club had not been discussed with the Committee Members of Centre 70 first. It was further suggested that their request should be directed to the District Council or that they apply to the Town Council for a grant towards the cost. The office to respond to the Art Club.

118. TO RECEIVE A REQUEST FOR A SANTA DASH

Members discussed the request from Style Acre to have a Santa Dash again this year. It will be incorporated with the Christmas Festival activities.

It was Proposed by Councillor Lester, Seconded by Councillor Cockman and

RESOLVED:

THAT The Town Council gives approval for the Santa Dash to take place again this year and that Councillor Cockman will be their point of contact.

119. GRANTS

Councillor Holland reported that LEADER money is available but the application process is complex and she believes that this should be undertaken by an Officer. It was further reported that Councillor Lloyd believes that there is land available for additional moorings. Councillor Cockman agreed to attend a LEADER meeting.

120. RIVER USERS GROUP

Councillor Holland has not received any notification of meetings to attend so there was nothing to report.

121. TO CONSIDER IF THE AGENDA ITEMS DEFERRED AT THE MEETING HELD ON THE 27TH FEBRUARY NEED TO BE DISCUSSED TONIGHT OR BE CARRIED FORWARD

I) OPENING THE TOWN HALL TO THE PUBLIC

The Town Hall will be open to the public in 2017 – 2nd and 9th September- Noted by Members

Town Hall Events Manager's Report, copy distributed to Members prior to the meeting - This was very well received and Members asked that Mrs Symons she be thanked and congratulated on the increase in bookings.

II) OPENING OF PETTITS

Deferred - Announcement awaited.

III) RIDGEWAY WALKS

Councillor Holland reported that the newsletter circulated today showed the Wallingford Castle. Ridgeway Partnership makes sure that the Ridgeway path has links to paths in towns, which in turn will help tourism and the economy. Copies of newsletter to be forwarded to Town Information Centre, Judy Dewey and Mrs Blacker.

122. MARKET TOWN CO-ORDINATOR – ROLE SCOPE AND ROLE 2018 ONWARDS

Members had all received a copy of Melanie Smans' report. The roles of the Market Town Co-ordinator are different in each of the Market Towns and the information contained in Miss Smans' report can be used to look at the role scope and role in 2018 onwards. It was agreed after a detailed discussion that a working party should be set up. It was Proposed by Councillor Holland, Seconded by Councillor Cockman and

RECOMMENDED:

THAT a Working Party be set up to look at the role of the Market Town Co-ordinator and how the role can be developed. The working Party will report back to the Tourism and Economic Development Committee, the Personnel Committee and Full Council.

123. FUTURE AGENDA ITEMS

Pop Up Shops
Bunting?
Small Business Saturday
Guest Markets
Market Town Co-ordinator role