

**WALLINGFORD TOWN COUNCIL**

MINUTES

of the

Tourism and Economic Development Committee Meeting held in the Town Hall, Wallingford

on

Monday 25<sup>th</sup> September 2017

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PRESENT

The Mayor, Councillor Mick Kidley  
The Chairman, Councillor Cockman  
Councillors, Beatty, Holland, Hughes, Lester and McGregor  
Mrs Claire Blacker, Market Town Co-ordinator  
Mrs Penny Curl and Mrs Tina Skelton of the Town Information Centre  
District Councillor Elaine Hornsby  
  
The Town Clerk, Mrs Paula Lopez

**280. APOLOGIES FOR ABSENCE**

There were no apologies for absence.

**281. ADMISSION OF THE PUBLIC**

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

**RESOLVED:**

**THAT** in accordance with Section 1(2) of the Public Bodies (Admission to Meetings) Act 1960, as amended by Section 100 of the Local Government Act 1972, the public be excluded from the meeting during consideration of the following items and that the papers relating to these items remain confidential on the grounds that publicity would be prejudicial to the public's interest by reason of the confidential nature of the business to be transacted:-

Agenda Item 18 Market Town Co-Ordinator – Role Scope and Role 2018 onwards.

Agenda Item 19 – Pop Up Shops

## **282. DECLARATION OF INTERESTS**

Information for each Member was available at the meeting. There were no declarations of interest.

## **283. PUBLIC PARTICIPATION (10 MINUTES IN TOTAL)**

There were no public participants under this section.

## **284. MINUTES**

A typo was noted in Minute 114/09/2017. Councillor Holland Proposed, Seconded by Councillor Cockman and

### **RESOLVED:**

**THAT** the Minutes of the of the Tourism and Economic Development Sub-Committee held on the 26<sup>th</sup> June 2017 as set out on pages 40 to 45, Copies previously circulated be signed as a correct record.

## **285. UPDATE FROM CLAIRE BLACKER, MARKET TOWN COORDINATOR**

Mrs Blacker went through the **Economic Action Plan** (Copy attached) with Members and the following was discussed:

- (i) A joint LEADER grant application is being submitted jointly by the Market Town Co-Ordinators to promote Midsomer Murders and the website content relating to this topic.
- (ii) Town Map – Mrs Blacker showed members the draft town map and asked for feedback including whether it should be produce in A3 or A4 size. Any suggestion to be sent to [Claire.blacker@southandvale.gov.uk](mailto:Claire.blacker@southandvale.gov.uk)
- (iii) Website – The updated website has been well received and the analytics are very encouraging. The website is appealing to visitors. Consideration is being given to creating an area on the website for event holders to update information themselves.
- (iv) Experience Oxfordshire – A contract has been signed with Experience Oxfordshire in order to promote Wallingford via newsletters, web, visitor guides and in the Oxford Tourist Information Centre.
- (v) Diary of Events – looking to produce 3 times a year in A5 in order that it does not go out of date and so that events can be added during the year.
- (vi) Business Newsletter – 600 businesses are now registered. Businesses are being supported and it is hoped that businesses will register to attend the meeting on the 10<sup>th</sup> October at The Partridge to discuss ideas, form business relations and find out more about Wallingford in Business.

Members had a brief discussion and gave some feed to the Market Town Co-ordinator. Councillor Holland asked for Members thanks to Mrs Blacker be recorded in the Minutes.

- (ii) Midsomer Murders – Minute 111/06/2017 refers – This item was covered in the attached Economic Action Plan.

## **286. SIGNAGE**

Mrs Blacker reported that representatives of the Town Information Centre and The Museum have reported that members of the public do not consider signage to be adequate. Some of the signage is now looking tatty and additional directional signage would be good. Additional Signage for outside of the information centre was also discussed as it is believed that this would help visitors when the centre is closed. The Mayor updated Members regarding the directional signage that the Cholsey and Wallingford Railway Society has applied for, it is a costly and lengthy process and a response from the County Council is awaited.

Members concluded their discussion and It was Proposed by Councillor Cockman, Seconded by Councillor McGregor and

### **RESOLVED:**

**THAT** Members supported the initiative and they requested that Mrs Blacker look at the signage in terms of new, renewal and refurbishment and report back to the committee with costings.

## **287. TOWN VIDEO**

Councillor Beatty showed those members, that had not already seen it, the trailer video that he and a young film maker had produced. Members were very positive about the draft and made some suggestions. Further suggestions to be sent via email to Councillor Beatty. Members asked for their thanks to be recorded to the young producer Joseph Whalley. The final version will go to full council for approval.

## **288. NEIGHBOURHOOD PLAN**

Councillor Holland reported that final policy workshop on the 18<sup>th</sup> October would pull everything together. Members of the public are now chairing some of the working groups and this is working well. The Neighbourhood Plan, when finalised, will set the agenda until 2032 for not only planning issues but also employment and economic development. Those towns with Neighbourhood Plans in place are working with their Market Town Co-ordinators so this role continues to be vital.

## **289. COMMUNICATIONS STRATEGY WORKING PARTY**

Members had received a copy of the Chairman, Rachel Rae's report. Copy attached. This working party reports to the Tourism and Economic Development Committee. Members discussed the report and it was noted:

- That signage needs to be added.
- Communication through the town magazine and via press releases.
- Use of the portcullis to be discussed.

## **290. REPORTS FROM THE TOWN INFORMATION CENTRE**

(i) Statistics produced by Mrs Penny Curl – Firstly Mrs Curl introduced Mrs Tina Skelton to Members and then summarised her report and the main points to note. This is the first quarter that

includes Midsomer Murder figures however Members were asked to note that in order to make the holiday maker figure compatible the Midsomer Murder figure has been included. Most figures are down and Members discussed and concluded that this may be due to the fact that the information centre was closed for a period whilst it was being painted.

(ii) An update from the Town Information Centre – Mrs Curl reported that a new member of staff, Mrs Sue Ross will be joining the team in October. Germany tops the tourist list at 62, Holland 51, America 45, Australia 38, Finland 24, Sweden 23 with Denmark at 17. Lesser numbers for people from many other countries. Coaches are still causing a bit of problem as all the tourists descend at once which is hard to manage – The Town Clerk suggested that when this happens the member of staff rings the office for help and a person including herself will come over. There have been some very positive comments about the replacement leaflet Explore Wallingford.

#### **291. SMALL BUSINESS SATURDAY**

Celebrating its 5<sup>th</sup> year in December. Minute 114/06/2017 refers, Mrs Blacker reported that the other Market Towns were not doing anything as the Saturday Bus was no longer coming to Oxfordshire.

#### **292. MEMBERS TO DISCUSS PUTTING A LIST TOGETHER OF ALTERNATIVE COMMUNITY VENUES**

Councillor Beatty suggested that a list of venues is put together and that this should include Crowmarsh venues as well. Lists are available online but the office will bear in mind the Crowmarsh locations when suggesting alternative venues to the Regal Centre

#### **2020Hours – The Mayor left the meeting.**

#### **293. EVENTS**

- Review of Recent Events:
  - Cycle Festival – 16 July  
*Members concluded that this event had gone well and that it put Wallingford on the map. Members asked that their thanks to the event organisers and volunteers be recorded.*
  - Bunkfest – 1-3 September  
*Best yet. Craft Hub that was supported by Wallingford in Business was good but only 3 of the 6 planned businesses took part. Newspaper coverage of the event was extremely disappointing. Members asked that their thanks to the event organisers and volunteers be recorded.*
  - Agatha Christie Weekend – 8-10 September  
*This had been very well attended and the Town Council was thanked for its grant.*
  - History and Heritage open weekend.  
*This had been very well attended and it had been worth opening up the Town Hall for the public. The Town Hall Events Manager, Suzanne Symons was thanked for arranging the Vintage Tea and well over 40 teas had been served. Councillor Holland thanked staff for giving up their family time in order to support the event. Oxfordshire had come second to Norwich in attracting visitors to the open weekend.*
- Future Main Events:
  - Fireworks – 4 November
  - War Memorial Display – 10-12 November
  - Remembrance – 12<sup>th</sup> November
  - Christmas Festival – 3 December –*charity stalls to be relocated to Market Place.*
  - Town Carols – 13<sup>th</sup> December

*All noted*

- Any Suggestions for future events.
  - Garden Party for the RAF in 2018  
*Councillor Norton previously asked if this event should be run by the Tourism and Economic Development committee or if a working party should be set up. A budget will be required which will need full council approval. Members discussed and concluded that it was Civic Event and should go to full council.*

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

**RECOMMENDED:**

**THAT** this proposed event should be discussed by full Council and that a breakdown of the Queen's 90<sup>th</sup> Birthday Celebration Costs would be helpful in determining the budget required.

- A series of Talks in the Town Hall  
*It has been suggested that a series of talks (regarding our paintings) in the Town Hall would be of interest and would generate income. Members discussed and concluded that they supported this but they believed it would have to be worked into a business plan. The acoustics, in particular, need to be improved. Members would be more than happy if individual groups wanted to hire the Town Hall and arrange the talks themselves.*

**294. POSSIBLE BUDGET REQUIREMENTS**

Members discussed budget requirements for estimates. The Market Town Co-ordinator reported that there is a budget of £2,500 which is being used for new leaflets, maps and advertising. However, if new/revamped signage and improvements to social media are required this will need to be costed and included in estimates for next year.

**295. GRANTS**

Minute 119//06/2017 refers. Councillor Cockman had been unable to attend the LEADER information meeting but there is another one due to take place. Item deferred.

**296. BUNTING**

Councillor Lester stated that she had loved the bunting that had been used when Carnival took place and could the Town Council purchase some bunting. Councillor Cockman reported that the Carnival committee still had the bunting and perhaps this could be used at other times. However, it was Proposed by Councillor Lester, Seconded by Councillor Beatty and

**RECOMMENDED:**

**THAT** £500 is included in estimates for Bunting.  
This will be agreed at the budget meeting in November 2017.

**297. FUTURE AGENDA ITEMS**

Garden Party for the RAF – Council  
Market Town Co-Ordinator – Role Scope and Role 2018 Onwards – Council

**Matters Relating to Confidential Agenda Items see Page 119**