

WALLINGFORD TOWN COUNCIL

MINUTES

of the

Tourism and Economic Development Committee Meeting held in the Committee Room,
9 St Martin's Street, Wallingford

on

Monday 4th December 2017

PRESENT

The Chairman, Councillor Cockman
Councillors Holland and McGregor
Mrs Claire Blacker, Market Town Co-ordinator

The Town Clerk, Mrs Paula Lopez
Officer, Mrs Barbara Atkins

445. APOLOGIES FOR ABSENCE

Apologies for absence were received from Councillors Beatty, Hughes and Lester, The Mayor and Mrs Penny Curl of the Town Information Centre.

446. ADMISSION OF THE PUBLIC

Members to consider and resolve those agenda items for admission of the public. There were no admissions of the public.

447. DECLARATION OF INTERESTS

Information for each member will be available at the meeting.

448. PUBLIC PARTICIPATION (10 MINUTES IN TOTAL)

(i) Deborah Whelan and Andrew Stevens – Wallingford Accessible Boat Club – Deferred to Full Council (19.02.2017).

(ii) Christian Sinkinson (More than Images) – Structure in the Castle Gardens – Mr Sinkinson distributed a presentation pack to Members. Within the pack was a report (attached) detailing the proposal of a temporary re-construction of Wallingford Castle's Old Keep which would stand at the top of the motte for 3-4 months during the summer. Mr Sinkinson stated that the construction will remind Wallingfordians of the town's rich and fascinating history and be a tourist attraction.

Members raised the following:

- How much will it cost? £60,000 over 5 years plus £5,000 each year for dismantling and erecting plus storage.
- How will it be funded? Private contributions, heritage and grant funding, fund raising.
- Who will lead the project – 4 individuals including Mr and Mrs Sinkinson.
- Would there be enough room around the structure for it to still be a viewpoint.
- What is the lifespan of the unit – 5 years

Members thanked Mr Sinkinson and stated that this would, in the first instance, be an agenda item at Parks, Gardens, Allotments and Open Spaces Committee and then go to Full Council.

449. MINUTES

To sign as a correct record The Minutes of the Tourism and Economic Development Sub-Committee held on the 25th September 2017 as set out on pages 114 - 119. Copies attached.

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

RESOLVED:

THAT the Minutes of the of the Tourism and Economic Development Sub-Committee held on the 25th September 2017 as set out on pages 114 - 119, copy attached to the Minute Book and copies previously circulated be signed as a correct record.

450. UPDATE FROM CLAIRE BLACKER, MARKET TOWN CO-ORDINATOR

(i) Wallingford Economic Action Plan. Mrs Blacker had distributed a copy of her report in advance of the meeting. Mrs Blacker brought to Members attention the highlights of the plan along with other key issues, which were then discussed in detail:

- Members were shown an advance copy of the Diary of Events which was well received.
- It was suggested that Mrs Blacker contacts the appropriate Councillor in respect to their appointment to 'outside bodies' for content for the Website and Business Newsletter.
- Business Forum – Date to be confirmed – Councillor Cockman thanked Mrs Blacker for attending the meetings and stated that he hoped that these meeting would be become more structured. The new owners of Busy Baskets had involved themselves with Wallingford in Business been very helpful at the Christmas Festival.
- Mrs Blacker has £2,000 of her SODC budget left to spend before the end of March 2018. It was suggested that the cost of a 'New Residents Pack' overlay is investigated as this will be very useful because of the increase in housing in Wallingford.
- Non-retail first floor audit – Ways to conduct this audit to gain contact information were discussed and it was Proposed by Councillor Holland, Seconded by Councillor McGregor and

RESOLVED:

THAT Members of the Tourism Committee will undertake this audit with Mrs Blacker and the 'way in' could be via delivery of the Business Newsletter.

(ii) Potential for an Agatha Christie Sculpture - Mrs Blacker updated Members on an idea that had been raised regarding a tourist attraction sited at the St Georges Green end of town so that visitors have to pass by shops/restaurants on this route which would then in turn encourage economic development. Councillor Cockman's wife had suggested an Agatha Christie Sculpture. Councillor Holland reported that permission from the Agatha Christie Foundation will need to be sought. If the structure is placed on St George's Green or in the rest garden in New Road then the terms of the registrations for both must be checked. It was Proposed by Councillor Cockman, Seconded by Councillor McGregor and

RESOLVED:

THAT Mrs Blacker looks into the feasibility of an Agatha Christie/Midsomer Murders Sculpture and investigates possible funding/grants.

(iii) Signage – Mrs Blacker reported that she was looking into possible signage for the Town Hall to cover tourist information when the information centre is closed. She is taking advice from the conservation department at SODC but it seems that the only possible place is in the undercroft on the wall by the ramp.

(iv) Experience Oxfordshire – Mrs Blacker is now using Experience Oxfordshire to try to bring visitors in to Wallingford to follow the Agatha Christie trails, etc.

It was reported that the Finance Committee are proposing an increase in mooring charges from £5 to £10. Members discussed the increase along with ways to increase tourism and it was Proposed by Councillor Cockman, Seconded by Councillor Holland and

RESOLVED:

THAT the Tourism Committee should have a simple operational policy whereby they review the mooring fee costs and how these are managed. Suggested review date for the committee meeting is in September.

It was further Proposed by Councillor Holland, Seconded by Councillor McGregor and

RESOLVED:

THAT Mrs Blacker looks into a refund system for moorers whereby if they spend money in the participating shops, restaurants, etc they will have their mooring fee refunded.

Members thanked Mrs Blacker for her reports.

451. REPORTS FROM THE TOWN INFORMATION CENTRE

Mrs Curl who was unwell had been unable to attend the meeting.

- Statistics relating to the usage of The Town Information Centre had been delivered in advance of the meeting. Members discussed, commenting on the number of people that visit the Town Information Centre for bus timetables and how would it be possible to gain some money from the bus companies for this service which is being provided free on their behalf. Mrs Blacker stated that she had followed this through to no avail. Members asked Mrs Blacker to contact the other Market Town Co-ordinators to see how they manage bus timetables and other related information. Members thanked the information staff.
- An update from the Town Information Centre – Deferred.

452. EVENTS

Members discussed the format of reporting on the events and it was agreed that Mrs Blacker will produce a spread sheet in order that Members may have a more strategic look at the events in terms of who organises them, etc.

- Review of Recent Events:
 - Fireworks – 4 November – **Members asked for their thanks to the co-ordinators of the event to be recorded.**
 - War Memorial Display – 10-12 November – **Excellent display.**
 - Remembrance – 12 November – **Amazing**
 - Christmas Festival – 3 December – **Fantastic event, positioning of charity stalls re retail stalls needs more consideration. Whether the Town Council be financially supporting this event was discussed. A local photographer has taken some photographs.**
- Future Main Events:
 - Town Carols – 13 December - **Members raised their concern about Councillors handing out sweets at this event and this will be reviewed.**
 - Pancake Race 13 February **2018**
 - Wallingford 1155 Litter Pick – 17 March
 - Guided Town & History Walks – 31 March
 - St George’s Day Celebrations
- Any Suggestions for future events.
 - Garden Party for the RAF in 2018 – Full Council (Civic event potential date 12.8.18) – **Members discussed whether there might be a Royal Wedding Celebration next year – Royal Mugs?**
 - Supporting Wallingford Museum – Agatha Christie weekend
 - Supporting Historical England – 6 to 9 Sept or/and 13 to 16 Sept – **This is the Open Doors event.**
 - Extraordinary Women – Tea Party/Ladies Lunch/Fashion Show

453. CHILTERN CHALLENGE 2018

Members discussed a request from Action Challenge UK Ltd relating to the Town Council supporting this event. It was Proposed by Councillor Cockman, Seconded by Councillor McGregor and agreed the Town Clerk would respond to Action Challenge UK Ltd stating that the Hithercroft Sports Park may be better able to help with their request.

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

Members discussed the requirements of the role and job description. Key stakeholders such as the Neighbourhood Plan, Personnel, Tourism and Economic Development Committee should be involved with role scope. It was Proposed by Councillor Holland, Seconded by Councillor McGregor and

RESOLVED:

THAT the Town Clerk will co-ordinate a meeting with key stakeholders to review the Market Town Co-ordinators role scope and role 2018 onwards. The result of this meeting and specification for the role scope will be taken back to the Tourism and Economic Development Committee.

456. FUTURE AGENDA ITEMS

Use of the Town Hall for Events and refreshments that could be provided.

Meeting Closed at 9pm