

WALLINGFORD TOWN COUNCIL

M I N U T E S

of the

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

on

Monday 23rd July 2018

PRESENT

The Mayor, Councillor Lee Upcraft

Councillors Beatty, Cockman, McGregor, Lester and Wilder

Mrs Claire Blacker, Market Town Co-ordinator

Mrs Sue Ross of the Town Information Centre

The Town Clerk, Mrs Paula Lopez

139. ELECTION OF CHAIRMAN

It was Proposed by Councillor Lester, Seconded by The Mayor and

RESOLVED:

THAT Councillor Beatty is elected Chairman of the
Tourism and Economic Development Committee for
the 2018/2019 Municipal Year.

140. APOLOGIES FOR ABSENCE

Apologies for absence were received from Councillors Hughes.

141. ADMISSION OF THE PUBLIC

There were no admissions of the public.

142. DECLARATION OF INTERESTS

A Councillor with voting rights who has a disclosable pecuniary interest or another interest as set out in our Council's Standing Orders Code of Conduct (Item 13) in a matter being considered at a meeting is subject to statutory limitations or restrictions under code of conduct and his right to participate and vote on the matter (guidelines are available at the meeting and all Councillors have received a copy prior to the meeting) Information for each Member was available at the meeting.

There were no declarations of Interest.

143. PUBLIC PARTICIPATION –NOTIFIED AND IMPROMPTU (Total 15 Minutes)

Mrs Helen King – Resident of the Kinecroft – noise created from the recent cycling event.

Mrs King stated that she wanted to bring to Councillors attention, the noise created by the recent cycling event particularly on Sunday morning when before 7.30am there had been loud music and announcements. Mrs King stated that she felt this was unacceptable on a Sunday morning in a residential area. Members thanked Mrs King and stated that this was an agenda item for discussion.

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

RESOLVED: THAT Agenda Item 12 – Noise Levels from The Kinecroft be brought forward for discussion.

144. NOISE LEVELS FROM THE KINECROFT

Members had all received a copy of a resident's correspondence in relation to the Festival of Cycling along with a copy of the Terms and Conditions for the Kinecroft.

Members discussed and agreed that that it was unreasonable to have such an early start to an event on a Sunday. The office was asked to look at the terms and conditions of hire for open spaces with a view to changing them, if necessary, to preclude noise before 10am on a Sunday. The cycling event organisers to be made aware of the complaint.

145 TERMS OF REFERENCE

Councillors reviewed the Terms of Reference and made no amendments.

146. MINUTES

Proposed by Councillor McGregor, Seconded by Councillor Lester and

RESOLVED: THAT the Minutes of the Tourism and Economic Development Committee meeting held on the 5th March 2018 as set out on pages 265 to 269 of the Minute Book, copies distributed to Councillors, copy attached to the minute book be signed as a correct record

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

Mrs Blacker reported on the following:

i) Agatha Christie Sculpture – Mrs Blacker advised that her Expression of Interest Application had been endorsed and that she had been invited to submit a full application by the 5th September. Mrs Blacker stated that she may ask Councillors to assist in its completion. Another potential opportunity to fund the project is the Public Arts Fund which is being discussed at the first meeting of the Arts Working Party. A discussion took place on where the statue should be situated and it was agreed that this would be raised again if funding is secured.

ii) Wallingford's Economic Action Plan - Copy of Plan attached – Mrs Blacker had distributed the new format of the Economic Action Plan and summarised some of the key points:

a) Street Dressing – There is potential for collaboration with Henley and Thame so that each town purchases art/street dressing to decorate the town using catenaries. The idea is that each year the dressing is rotated between the towns so that there is something new each year. The Arts Working Party will be discussing this further.

b) Markets – A review of the markets, the policies and contracts will be undertaken by The Town Clerk and Mrs Blacker.

c) Experience Oxfordshire – This contract is due for renewal in October and Mrs Blacker is evaluating whether to continue for a future 12 months. It has been suggested that the money may be better spent on digital marketing and Mrs Blacker will report again once her evaluation is complete.

d) Tourist Apps – Mrs Blacker will investigate potential partners and opportunities for the Town Council to work with look at creating a bespoke town app.

iii) Approval to spend budget on hosting an Event Organiser's networking meeting to identify any opportunities to work more collaboratively – Mrs Blacker asked Members to approve a budget of £250 to host a networking collaboration event. Members discussed.

Proposed by Councillor McGregor, Seconded by Councillor Upcraft and

RESOLVED: THAT £250 from the Tourism and Economic Development Budget may be spent on hosting a Collaboration Event.

Councillor McGregor offered to help and host the event.

148. REPORT FROM THE TOWN INFORMATION CENTRE

i) Statistics Produced - Mrs Ross summarised the graphs that had been produced for April 2017 to March 2018: overall there is a decrease of 17% in visitors however there was a significant fall in holiday makers but this may be due to 2017 being a wet summer with lack of riverside and camping visitors. Use of the internet and the ease of accessing documents in this manner may be another contributory factor.

Members considered that 11,600 was a still a good number of visitors for a relatively small town.

The Mayor asked about visitors to the Town Council's Website and Mrs Blacker stated that visitors to the site were growing. Councillor Beatty requested that these figures be included in the figures next time as more use should be made of digital media.

ii) Town Information Centre - A general report was not required for the meeting.

149. TO REVIEW THE TOWN INFORMATION CENTRE'S OPENING HOURS

Members discussed the town information centre's opening hours. Mrs Ross reported that there were a few visitors trying to access the centre before 10am weekdays with the majority visiting between 10am and lunchtime. After 2.30pm it quietens down. It was agreed, for a trial period until December, that the Town information Centre should be open and close 30mins earlier each day including Saturdays. The Town Clerk stated that there would have to a variation in staff contract and that the centre staff would have to agree to this in writing. The Mayor suggested that consideration should be given to the Town Information Centre being open on a Sunday or a Bank Holiday when there are special events in town. The Town Clerk advised that there was no budget for this but it could be considered for next year. To help when the centre is closed the museum has offered to hold leaflets and the Town Information Centre could put a notice window directing visitors to the museum.

Actions: Notice re opening hours, variation of staff contracts, notice re museum holding leaflets; budget for 2018/2019 extending tic hours.

150. COMMUNICATIONS STRATEGY WORKING PARTY

i) Facebook Page – Members were asked to approve setting up a Town Council Facebook Page. The working party requested that the Facebook page was monitored by the office staff and all Councillors will not be able to post on it. The Town Clerk stated that this additional work for the office would be reviewed regularly in order to ensure that it was manageable.

Proposed by Councillor McGregor, Seconded by Councillor Wilder and

RESOLVED: THAT a Town Council Facebook Page with its use monitored by town council office staff is implemented.

ii) Town Council Logo – Members were asked to approve a policy (copy attached to the Minutes) for the use of the Town Council’s Logo (Portcullis). **Proposed by The Mayor, Seconded by Councillor Wilder and**

RECOMMENDED: THAT the Town Council Logo Policy is presented to Full Council for adoption

iii) Comms Stall at The Garden Party to celebrate a 100 years of the RAF. Members discussed and agreed it was a good idea to combine the Comms Stall with the Town Information Centre. Mayor to send email to all Councillors asking for their help in manning the stall.

151. EVENTS

- Review of Recent Events:
 - Town Litter Pick – 17th March – *It was pointed out that during the collection of litter a lot of old event signage was found. It was suggested that all Town Council Terms and Conditions should be amended to reflect that signs should be removed promptly following an event or the deposit paid may be lost.*
 - St George’s Day – 21st April – *Very good and busy event.*
 - Perry Hatwell’s Fair – 3 – 5th May – *no issues.*
 - Vehicle Rally and Parade – 13th May – *Event went well and the organisers were happy.*
 - Carnival – 16th June – *A great success.*
 - Circus – 27th June – *no issues*
 - Festival of Cycling – 6th – 8th July – *went well but noted that there had been a complaint regarding early morning loud noise as discussed in minutes 143 and 144 above.*

Councillor McGregor asked for it to be minuted that the Town Council thanked Tony Sefton for his input regarding events in the town.

- Future Main Events:
 - Bunkfest – 31st August 2nd September
 - Michaelmas Fair – 27th to 29th September
 - **Pumpkins on the Kinicroft (Trebuch et Challenge) – 27th October - New**
 - Fireworks – 3rd November
 - Christmas Festival – 2nd December
 - Town Carols – 12th December
- Any Suggestions for future events.

152. FUTURE AGENDA ITEMS

Residents Packs
Twinning

Tourism 2018-07-23 – PL/ba

Chairman