

WALLINGFORD TOWN COUNCIL

M I N U T E S

**of the Virtual TEAMS meeting of
Tourism and Economic Development on
5th October 2020 at 7p.m**

PRESENT

The Mayor, Councillor Lee Upcraft
The Chairman, Councillor Hughes

Councillors Beauchamp, Dolton, Keats-Rohan
Mrs Sue Ross of the Town Information Centre,
Mr Richard Prunier, Tourism Business and Community Manager

Councillors Kidley, Lester and Whelan (Guests)

Officer in Attendance, Mrs Tracey Collins (Minute Taker)

319. TO ADVISE THOSE IN ATTENDANCE OF THE PROTOCOL FOR THE MEETING

Councillor Hughes gave a brief overview of the protocol for the meeting.

320. APOLOGIES

Apologies were received from The Town Clerk as she was unwell.

321 ADMISSION OF THE PUBLIC

There were no admissions of the public.

322. 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.

323. PUBLIC PARTICIPATION – (Total 15 Minutes)

Councillor Whelan expressed her thanks to Mr Richard Prunier for his work over the last year especially despite the adverse Covid 19 conditions. He has expanded the community and business linkage and created new attractions and opportunities for Wallingford and managed these very well, he has also managed to bring income into the Town Council from his TV/Film work. Richard has promoted Wallingford as an attractive place to live and visit through his Tourism and worked well with colleagues, he has attended meetings outside of normal hours and been very forward looking on behalf of the Town Council. I would just like to express my thanks.

Councillor Whelan also mentioned the Riverside Working Group would like to put a proposal to the Full Council meeting on 14th December to extend the summer moorings throughout October. Proposals have already been sent to the Chair for the meeting.

324. VARIANCE OF ORDER OF BUSINESS

There was no variance of order of business.

325. MINUTES

It was Proposed by Councillor Beauchamp, Seconded by Councillor Upcraft and

RESOLVED: THAT the Minutes of the Tourism and Economic Development Committee meeting held on the 24th August 2020 as set out on pages 111 – 116 of the Minute Book, copies distributed to Councillors, copy attached to the minute book be signed as a correct record.

326. THE TOWN INFORMATION CENTRE

Report sent out in advance of the meeting. Mrs Ross gave an overview of day visitors, residents and other visitors that had visited the centre. An overview of sales was also given.

Councillor Hughes asked about the problem with the bus and taxi drivers, Mrs Ross explained that they congregate in the Covid secure area and had been asked to move but initially they had taken it that we did not want them under the Town Hall sheltering from the weather, this was not the case, it was to ensure a safe entry and exit for visitors to the Town Information Centre. Councillors Hughes and Upcraft, thanked Mrs Ross for sorting this out.

Mr Prunier thanked the ladies for their input in helping with the new website information.

327. TOURISM, BUSINESS, & COMMUNITY DEVELOPMENT MANAGER'S REPORTS

i) Update on Filming – Minute 238i/08/2020 refers – Mr Prunier reported that the National Film and Television School have paid the Town Council to film for 3 days in the Castle Gardens, they also booked accommodation at a local hotel bringing much needed revenue to a local business. There were many notes of thanks from the students and organisers for our efforts in allowing them to film.

There will be more filming taking place 6 October 2020 by another company which means revenue to Town Council exceeds £1000 plus what they have spent in the town.

There are number of lessons to be learned by improving our digital presence to show the spaces available, and Mr Prunier advised that he will have a meeting with them to discuss any improvements that could be made. He went on to say that he was very impressed with the crew, they behaved impeccably. Someone was even sent who's only role was Covid security. The community element were well received and everyone took notice and abided by the rules.

A big thank you to the Mayor for shaking hands and showing a presence.

ii) Website update – Minute 238ii/08/2020 refers – The project is currently at stage 4 of the process, a holding statement is now on the current website stating that we know that there are compliance issues but the town council is in the process of updating the new site. The site is completed and site map in place, the new designers have agreed to migrate the information from the old to the new site and Mr Prunier advised that he had completed 3 hours of training to be able to move and add things ourselves rather than paying someone else to do it. We have discussed video and photo options, links rather than directories and also booking and ticketing options.

Councillor Upcraft asked when this new website would go live. Mr Prunier explained that anytime the Council decided it would be ready but it would depend on who and how much time would be spent in deciding what was needed and where. There are two elements, the Council side, the legal functional requirements and then the community/tourism side. Councillor Upcraft suggested waiting to migrate all together till the end of the tourism season which will allow a little more time to get that side of things how we want them.

iii) Review of Young Traders Market – Minute 238iii/08/2020 refers – Mr Prunier advised that he had made sure all the relevant approvals were in place, documentation from traders received before the event with no problems at all, the NMTF provided a blanket cover Public Liability insurance for any new traders that didn't have their own and the road closure was approved due to it being an outdoor market. There were a number of extremely positive comments across social media but the general comments were "it was fantastic" "when is it happening again" the NMTF were delighted despite the difficulties during Covid. Mr Prunier thanked Councillors Hughes and Whelan and Tracey, Suzanne and Michelle from the office for their support on the day.

iv) Signage – Minute 238iv/08/2020 refers – A number of companies have been put forward that can make a style of sign that is appropriate, There are a number of the finger signs but tucked away and not really visible so a number of key locations should be sought showing walking times between places would also be an advantage. Councillor Hughes asked how these signs would be paid for but Mr Prunier explained his brief was to find companies/costings and how many were needed, I do know that the Thames Path people want to put new signs up so worth having a discussions with them. Really depends if you want to replace 10/15 or 40/50 there was a lot of signs that took some finding. Councillor Upcraft suggested there could be CIL money available for a discussion to be had at full Council.

Councillor Keats-Rohan asked which signs Mr Prunier referred to, he responded the directional grey wobbly W, as referred to him. To the side of the Town Hall is an obvious one. Councillor Keats-Rohan and the Heritage Assets Working Party are looking to unify everything and something interim would be helpful as they are not ready to do anything at this stage.

v) The River Users Survey - Minute 242/08/2020 refers – **This will need to be amended following the recent resolutions made at Full Council on the 21st September 2020** – There appeared to be two questionnaires the initial one started by the Market Town Coordinator some time ago then a second one more recently but now the moorings policy has changed slightly so the questions will need to be altered. Councillor Hughes confirmed that this would need more discussion and looked at again in time for the new season.

328. SITE FOR INFORMATIONAL ARTWORK

Councillor Hughes proposed the site next to the Queens Arbour sign looking up to the meadow from the riverside.

https://www.google.co.uk/maps/@51.6026776,-1.1185566,3a,75y,251.43h,77.73t/data=!3m7!1e1!3m5!1sAF1QipO-Us2dLAUVmzG2yO-38TyYoiA0LR36D3r_LhsY!2e10!3e11!7i5376!8i2688

Councillor Dolton was concerned that the Historical Assets Working Party were also looking into something similar and we should be careful not to spend money that we could gain from funding. Councillor Hughes would like the ground work to be done in finding out how much this piece of work would cost, we will need this information anyway for the grant application so we should find this out in the first instance.

Mr Prunier explained that he had not known about any Historical Assets Working Party meetings since the 7th January 2020. Councillor Keats-Rohan confirmed there had been a number of meetings.

It was Proposed by Councillor Hughes and seconded by Councillor Upcraft and
RESOLVED: THAT costs are explored and find out how to get the artwork commissioned.

329. ALLOWING COFFEE CARTS OR SIMILAR TO OPERATE IN THE TOWN (BULLCROFT, KINECROFT, CASTLE GARDENS)

Mr Prunier has looked into the possibility of having coffee carts or similar in the open spaces owned by the Town Council. For any food/coffee trader the very basics they will need to be registered with the local authority, they would also need a street trading licence because although the Council own the land it's not private land. Public Liability Insurance to the value of £10,000,000 and a risk assessment would also be required. There would also be the requirement for Food Hygiene Rating and Food Hygiene Certificate to say they had done the training and, as many don't use electricity, they would need a Gas Safety Certificate.

Councillor Hughes reported that the Bullcroft Trust rejected the idea and CYFC haven't responded. The charges very much depend on location, the vendor would normally check on footfall figures but there is no standard rate.

Councillor Keats-Rohan explained that she and a number of other councillors were really not happy about this idea in the Bull Croft and in fact were not keen in the other areas as it was felt that this wasn't needed and not in the current trading circumstances. Councillor Dolton expressed his concern regarding these vendors as there was enough coffee shops in town. Councillor Upcraft stated he would like to be able to buy an ice cream for his children in Kinecroft in the summer.

Councillor Hughes explained that we were not actively seeking vendors this is to prepare for if anybody, coffee or ice cream seller asked the question so we would already be prepared with the policy in place not wait for them to apply then wait 6 weeks for the next council meeting for the application to be approved.

Councillor Upcraft, confirmed the relevant paperwork needed to be in place together with a pricing guide so that if anyone did want to use the open spaces to sell coffee or ice cream, we would be prepared. Mr Prunier has already put together the policy and will amend to show that if there is an event, they do not get automatic right to trade at that event. Mr Prunier will also look more into a pricing structure.

330. TOURISM, BUSINESS & COMMUNITY DEVELOPMENT MANAGER ROLE

Members discussed the job description sent previously by email.

There are couple of amendments to the original Job Description which was raised around February last year

The first paragraph was changed to make it obvious that Wallingford is a historic Market Town Point 3 is a new item

In essential skills on the last job description was 'previous knowledge/experience of completing and managing funding application' but it was never an expected responsibility of the role and this has been changed to allow the postholder to assist in making funding applications.

Point 5 now states Town Council assets rather than events.

Point 7 collaborates a number of previous points.

Point 12 items relating to Wallingford Neighbourhood Plan has been removed as the WNP has now moved forward and there is no need to reference in this job description Experience with Microsoft packages has been moved from essential to desirable skills..

Councillor Keats-Rohan would like the first paragraph made clear 'Significant **Historical Assets**' and also requested that the Officers are asked for their comments on this, so that there is clear lines of engagements and we get their opinions and input something we don't do enough of.

Councillor Upcraft confirmed that he and the Town Clerk put the original Job Description together and the Town Clerk has also seen the updated one.

It was Proposed by Councillor Hughes and seconded by Councillor Upcraft and **RESOLVED: THAT** with the amendment suggested, we accept this Job Description.
Councillor Keats-Rohan abstained.

Councillor Hughes explained that the Town Clerk has suggested using the same method as used for recruitment of the last two Town Clerks, Councillor Hughes sent through a list of Core Competencies and asked if anyone had any comments, there were none, Councillor Hughes explained that in large organisations there would be a Chinese wall for internal candidates applying for the position, we need to ensure that our policy's/procedures and applicants are protected and secured in such a way that only those involved in the application process have access to the applicants and the data collected about them. In some ways the office staff working at home will make that process easier so they don't have access to the applications so we should go back to the Town Clerk to document and follow that process.

It was Proposed by Councillor Hughes and seconded by Councillor Upcraft and **RESOLVED: THAT** we direct the Town Clerk to come up with a documented process to ensure the application process is protected by a Chinese wall so that the office staff do not have general access to the process or the applications or any other associated documentation around

Councillor Hughes asked if the salary range needed to be discussed again, a range has already been agreed at Council and Councillor Hughes has looked at the National Careers Service Guidelines and the Government suggest a range could be anywhere between £19,000 and £50,000 if a large city or county council, salary is adequate for the role.

331. FUTURE AGENDA ITEMS

Market Administration

River Users Group

The Town Centre; widening the debate

Wallingford brochure

Young Traders Market review if another date to be agreed

Meeting ended at 20:20 Hours