

**WALLINGFORD TOWN COUNCIL**

MINUTES

of the

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

on

Monday 5<sup>th</sup> November 2018

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PRESENT

The Mayor, Councillor Lee Upcraft

Councillors Beatty, Cockman, McGregor and Lester

Mrs Claire Blacker, Market Town Co-ordinator

Mrs Sue Ross of the Town Information Centre

Officer in Attendance, Mrs Barbara Atkins (Minute Taker)

**333. APOLOGIES FOR ABSENCE**

Apologies for absence were received from Councillor McGregor.

**334. ADMISSION OF THE PUBLIC**

*There were no admissions of the public.*

**335. 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.*

### **336. PUBLIC PARTICIPATION –NOTIFIED AND IMPROMPTU (Total 15 Minutes)**

There were no members of the public present.

### **337. MINUTES**

**Proposed by Councillor Upcraft, Seconded by Councillor Lester and**

**RESOLVED: THAT** the Minutes of the Tourism and Economic Development Committee meeting held on the 23<sup>rd</sup> July 2018 as set out on pages 57 to 61 of the Minute Book, copies distributed to Councillors, copy attached to the minute book be signed as a correct record

### **338. WALLINGFORD BRANDED CLOTHING**

Minute 308/10/2018 refers. Members to consider supporting the proposal from Sportswize to produce and sell Wallingford branded (Town Council's Portcullis logo) clothing. Councillor Beatty stated he met with Mr Davies and that he would now like to move the proposal to contract stage. In principle Mr Davies had agreed to give the Town Council 30% of sales which could be allocated to the Tourism and Economic Development budget.

**Members discussed in detail and it was Proposed by Councillor Beatty, Seconded by Councillor Upcraft and RESOLVED: THAT a contract permitting Sportswize to use the Town Council's Portcullis logo be prepared to take to Full Council for adoption. THAT a sample of each item of branded clothing is presented to the Communications Working Party for approval prior to manufacture.**

### **339. UPDATE FROM CLAIRE BLACKER, MARKET TOWN CO-ORDINATOR**

Mrs Blacker had distributed copies of her reports to Members prior to the meeting and copies are attached to the Minutes.

Mrs Blacker highlighted the following:

(i) Wallingford's Economic Action Plan:

(a) Digital Marketing Apps – Mrs Blacker summarised her report for Members who discussed the proposal and concluded that Mrs Blacker may pursue the free trial offer to test how this works before pursuing any digital app options and also find out how much revenue Window for Wallingford obtained from their advertisers.

(b) Digital Marketing – Members discussed and agreed that a campaign promoting Wallingford as a tourist designation should be set up (History and heritage).

(c) Town Vitality and encouraging closer relationships between event committees and organisers – The event to promote and encourage relationships will take place in February 2019. The proposed venue is the Corn Exchange using a budget of £250, Councillor McGregor has offered to help.

(d) New Residents Packs – Mrs Blacker showed Members the example of the new pack which is being funded by the District Council.

(e) Window for Wallingford – Mrs Blacker expressed concern over how the quarterly Calendar of Events leaflet will be distributed when the Window for Wallingford ceases.

(f) Markets – A review of all policies and procedures is being conducted by Senior Officer and herself under the guidance of the Town Clerk. Councillor Beatty offered to assist with liaising with the Market Organisers when the time was right.

(g) Leaflets – More need to be produced in particular – Walks, Cycling and the Town Hall

(h) Website – Mrs Blacker summarised the main points of her report which is attached to the minutes.

(ii) Agatha Christie Sculpture – This is being progressed and planning permission is awaited before the grant awarding bodies will confirm support. The Media have been very interested in the project which can only be good for Wallingford, positive media exposure on South Today Oxford and the Oxford Mail and now ITV are interesting in an interview.

### **340. REPORT FROM THE TOWN INFORMATION CENTRE**

- Statistics Produced. Mrs Ross's report is attached to the Minutes. Mrs Ross highlighted the following: decline in footfall which is probably due to the closure of Nat West Bank; Midsomer Murders visitors and the drop in visitors due to less coaches coming to town this season.
- An update from Mrs Ross in the Town Information Centre – Mrs Ross showed Members the new Town Hall postcard and said that sales of merchandise were going well but they would like to stock more, not too expensive items, as most purchases appear to be impulse buys.
- An update on Town Information Centre's opening hours – A trial of being open 9.30am to 3.30pm had been conducted this season but there had not been a noticeable difference in visitors. Usual opening times are 10am to 2pm in winter and 10am to 4pm in Summer. Saturdays are 10am to 2pm all year round. Mrs Ross also mentioned that when they were open over BunkFest the only visitors they had wanted BunkFest programmes and that these had sold out very quickly.

### **341. TWINNING**

Mrs Blacker brought to Members attention that Wallingford could consider celebrating 40 years of twinning with Luxeil-les-Bain. Members briefly discussed and decided that Wallingford Town Council should send an anniversary card to Luxeil-les-Bain.

### **342. BUSINESS NEWSLETTER**

Mrs Blacker requested that Wallingford Town Council make [www.Wallingford.co.uk.business](http://www.Wallingford.co.uk.business) the portal of information for businesses and discontinue the business newsletter email which was implemented by the District Council. **Members discussed and it was Proposed by Councillor Beatty, Seconded by Councillor Lester and RESOLVED: THAT Wallingford Town Council make [www.Wallingford.co.uk.business](http://www.Wallingford.co.uk.business) the**

**portal of information for businesses and discontinue the business newsletter email which was implemented by the District Council.**

**343. EVENTS**

- Future Main Events:
  - Christmas Festival – 2<sup>nd</sup> December – Style Acre are having a Santa Run again this year, Father Christmas will be present, there will be a quiz with Panto tickets as the prize, Marcus Harris is the MC and Geoff Leon will be providing the sound. Unfortunately, the organisers have found that their insurance is double this year. Christmas light switch on is 5pm and the event organisers have their own gnome to switch on the lights.
  - Town Carols – 12<sup>th</sup> December - It is hoped that this event will be larger with Santa's Sleigh and the Scouts offering refreshments for sale. The Christmas Festival is being advertised on Facebook.
- Any Suggestions for future events - None

**344. FUTURE AGENDA ITEMS**

**2015 Hours Meeting Closed**