

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 12th August 2019

PRESENT

The Mayor, Councillor Lee Upcraft

Councillors Beatty, Davies, Hughes, McGregor, Prunier and Wilder
Mrs Claire Blacker, Market Town Co-ordinator
Mrs Sue Ross of the Town Information Centre

The Town Clerk, Mrs Paula Lopez

193. ELECTION OF CHAIRMAN

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

RESOLVED:

THAT Councillor Beatty is elected Chairman of the
Tourism and Economic Development Committee for
the 2019/2020 Municipal Year.

194. APOLOGIES FOR ABSENCE

Apologies for absence were received from Councillors Hughes. Councillor Sinkinson was not present.

195. ADMISSION OF THE PUBLIC

There were no admissions of the public.

1903 Hours – Here Councillor Wilder arrived.

196. 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.

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

Dennis Jackson spoke briefly regarding insurance cover for events and advised that Wallingford in Business can cover the insurance on some events. Wallingford in Business's insurance cover is used for Carnival and the Christmas event. Mr Jackson suggested that this may be useful for St George's Day.

198. TERMS OF REFERENCE

Councillors reviewed the Terms of Reference and it was **Proposed by Councillor McGregor, Seconded by Councillor Beatty and**

RESOLVED: THAT made no amendments need to be made to the Terms of Reference for Tourism and Economic Development.

199. MEMBERS TO CONSIDER IF THEY WISH TO CO-OP ANY FURTHER MEMBERS

Members considered if they wished to co-opt Members (non-voting members) to the committee.

Action: It was decided that an open invitation should be extended to a District Councillor on an ad hoc basis.

200. MINUTES

Proposed by The Mayor, Seconded by Councillor McGregor and

RESOLVED: THAT the Minutes of the Tourism and Economic Development Committee meeting held on the 29th April 2019 as set out on pages 285 to 289 of the Minute Book, copies distributed to Councillors, copy attached to the minute book be signed as a correct record

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

Mrs Blacker reported on the following:

i) **Wallingford's Economic Action Plan** - The Market Town Coordinator guided Members through the Economic Action Plan.

Mrs Blacker reported that the social media audience is growing but that there is less emphasis being given to Twitter and usage is falling. Mrs Blacker will be looking at Instagram as a means of communication and Councillor Beatty stated that he wanted more push on social media and he thought that expenditure on this would be worthwhile, Mrs Blacker will look into this. Mrs Blacker will report on Facebook metrics at the next meeting. The Mayor advised that next year is the anniversary of the Twinning with Wallingford Connecticut and this will be the theme for the flower displays around the town next year. The Mayor suggested that it might be good to include this in social media and Councillor Beatty asked for the contact details for Wallingford Connecticut.

Actions: Mrs Blacker: social media and Facebook metrics

Councillor Beatty: To contact Wallingford Connecticut

ii) **Future High Street Fund** – Mrs Blacker advised that any application would need to go through the District Council and be endorsed by them, however SODC will not support Wallingford's application as the Town Council cannot demonstrate market failure. A discussion took place and Councillor Wilder asked if the Town Council could enlist the help of our two new District Councillors.

Action: Mrs Blacker, the Market Town Co-ordinator will contact the District Councillors.

202. POLICY FOR FILMING IN/ON TOWN COUNCIL PROPERTY

Members had received a copy of the Policy for Filming which the Market Town Co-ordinator, Mrs Blacker had prepared for adoption by Full Council.

Members discussed and **it was Proposed by The Mayor, Seconded by Councillor Beatty and RECOMMENDED: THAT the Policy for Filming is adopted by Full Council.**

203. REPORT FROM THE TOWN INFORMATION CENTRE

Mrs Ross had distributed a copy of her report prior to the meeting, the main points to note:

- Total number of visitors are down on the same time in respect of previous years. Fewer coaches arrived this year with tourists either for Midsomer tours or just generally.
- Visits by locals were up from last year but those requiring bus information was down, this could be because there were no significant changes in the bus timetables during these three months. Local residents often require details of 'What's On' particularly when they have visitors to stay and are establishing where they can take them.

- Day visitors appear to be steady year on year. The Town Information Centre has seen a lot of visitors from Europe, Australian and New Zealand. There are also a lot of day visitors coming to Wallingford by local buses from the surrounding counties.
- Average spend per visit to the Town Information Centre is £20.00

It was Proposed by Councillor McGregor, Seconded by The Mayor and RESOLVED: THAT agenda item 12 Tourism and Economic Development For Wallingford should move to after agenda item 17 Promoting and Use of the Town Hall.

204. MARKETS

Councillor Beatty reported that he believed the Town Council should adopt a more robust licencing system for markets and look at the issue in a structured way as it had come to light that for one of the markets there is some discrepancy between the number of stalls present and the number that is paid for. A discussion took place and

Action: Councillor Beatty suggested that the Town Clerk looks at an outside body to manage the markets for booking etc. Councillor Beatty to make contact with Thames Valley Farmers Association (TVFMA) and report back.

205. MOORINGS

i) District Enforcement Ltd – Councillor Beatty reported that he still felt that a solution such as that offered by District Enforcement Ltd should be considered and he reported on his conversation with Henley regarding their collection of moorings. The Mayor did not feel that this was the correct solution as it did not feel welcoming but it was decided that further investigation should take place to identify other providers of an enforcement service, the results of which to be taken to Full Council. Councillor Beatty suggested that if there was not another viable solution then District Enforcement Ltd should be considered again. Councillor Wilder stated that he thought there was a need for some form of electronic payment system.

Action: Further investigations regarding enforcement of payment of mooring fees.

ii) Moorings Survey – Re use of the Riverside – Members considered the survey suggested by Councillor Whelan and supported the concept.

Action: Market Town Co-ordinator to investigate how best to implement survey.

206. AGATHA CHRISTIE STATUE

Councillor Beatty proposed alternative funding for the statue and The Market Town Co-ordinator advised that the Christie family may make a donation of £30,000 if the rest of the money can be found. Therefore a further £30,000 is required. Currently there is £10,000

available from S106 monies so a further amount of £20,000 is needed which includes installation of the statue. **It was Proposed by Councillor Beatty, Seconded by Councillor McGregor and RECOMMENDED: THAT Full Council supports an initiative to raise the money needed by way of Go Fund Me/crowd funding or similar.**

207. ST GEORGES DAY CELEBRATIONS

Councillor Beatty reported that the 1155 will take on the St Georges Day event but they need to raise £2,000 for this, they will be fund raising. The Mayor stated that he would donate a small amount from his Mayors allowance and Councillor Beatty pledged £500 from his own business Plastic Head. The Town Council thanked the 1155 for taking on the event. Insurance cover was discussed and The Mayor asked if the Town Council's public liability insurance could be used but the Town Clerk advised that because it was not a Town Council event it could not.

Action: Dennis Jackson to ask if Wallingford in Business would provide insurance cover for the St George's Day event.

208. PROMOTING AND USE OF THE TOWN HALL

i) **The Friends of Reading Abbey Email** in respect of their recent visit to the Town Hall was noted by Members.

ii) **Proposal to Increase Charges for Weddings and Private Parties** - Members received the Town Hall Event Manager's report in respect of usage and a proposal to increase charges for weddings and private parties (Finance and Properties Meeting of 7th August 2019). Members discussed and had no objection to this proposed usage and increase in charges for weddings and private parties in the Town Hall and noted that the Finance & Properties committee had already recommended this to Full Council as an agenda item on 19th August 2019.

209. TOURISM AND ECONOMIC DEVELOPMENT FOR WALLINGFORD

Councillor Prunier stated that he was aware that Mr Sefton's proposal was on the table but that this should not be considered to be the only option and others should be explored for increasing tourism along with much-needed funding to repair our buildings. A discussion took place regarding employing a full time Business, Tourism and Economic Manager to work with current roles to put on a wide range of events to bring in tourism and increase income whether this be a short-term measure or a long-term appointment.

It was Proposed by The Mayor, Seconded by Councillor McGregor and RECOMMENDED: THAT a Tourism Manager, title to be decided, be appointed to push forward tourism to improve the Wallingford experience and generate income and THAT The Town Clerk puts together a job description for the role if appropriate to do so.

210. COMMUNICATIONS STRATEGY WORKING PARTY

i) **First Councillor Surgery** - The Mayor reported that the surgery took place on Friday 9th August and he and other Councillors had made themselves available for around 1.5 hours. During this time 2 members of the public attended. It was agreed that another surgery should take place in October possibly at a different time to enable those that are working to attend.

Action: Date of Councillor Surgery to be decided.

ii) **Town Council e-Newsletter** – Working Party Members Councillors Beatty, Davies, McGregor, Prunier, The Mayor and the Market Town Coordinator. The e-Newsletter now has circa 700 sign ups and The Mayor asked for content for the next newsletter.

Action: Date of the next Communications Strategy meeting to be advised once there is a requirement as the email newsletter doesn't warrant a meeting each month.

211. EVENTS

Events were noted by Members

- Review of Recent Events:
 - St George's Day – 21st April
 - Perry Hatwell's Fair – 3 – 5th May
 - Vehicle Rally and Parade – 13th May
 - Carnival – 16th June
 - Circus – 27th June
 - Festival of Cycling – 6th – 8th July

- Future Main Events:
 - Bunkfest – 31st August 2nd September
 - Agatha Christie Weekend – 6th to 8th September
 - Michaelmas Fair – 27th to 29th September
 - Nasio Trust Event including Fire Walk – 14th September
 - Fireworks – 3rd November
 - Christmas Festival – 2nd December
 - Town Carols – 12th December
- Any Suggestions for future events.

212. FUTURE AGENDA ITEMS

Members to recommend items for future Agendas.