

**New Alresford Town Council**  
**Minutes of the Extraordinary Tourism Committee Meeting**  
**Wednesday 8<sup>th</sup> November 2016**  
**at 6:30pm in the Lower Meeting Room, Alresford Recreation Centre.**

	In Attendance	Apologies	Absent
Cllr Barrett			
Cllr Evans	✓		
Cllr Griffiths	✓		
Cllr Gower		✓	
Cllr B Jeffs	✓		
Cllr E Jeffs	✓		
Cllr Kerr-Smiley			✓
Cllr Pinch			
Cllr Power			
Cllr Saunders	✓		
Cllr Spencer			
Ellen Simpson (WCC Tourism)			
Kate Cloud (WCC)			
Heidi Isa (WCC)	✓		
Clerk: F. Simpson			

511 **Disclosures of Interest - None**

512 **Minutes of the Meeting held on 12<sup>th</sup> October 2016**  
**Proposed: Cllr. S. Evans                      Seconded: Cllr. E. Jeffs    (AGREED)**

513 **Public Participation: None**

514 **Benchmarking Town Survey**

The purpose of this meeting was to give the committee a chance to discuss in further detail with the TMDO (Heidi Isa) what visions and objectives they have for New Alresford Town Centre. Primarily all were in agreement that there should be increased town centre usage to promote the local economy by way of increased footfall. The survey showed that footfall figures are lower in Alresford compared to the National Small Towns averages.

Various ideas were considered:

1. The Watercress Line attract some 125,000 visitors/year. It was suggested that literature about the town could be available on the trains so that visitors arrive informed of where to walk, lunch and shop. A voucher/flyer system could be produced by local businesses to encourage the spend. Heidi Isa will contact the Watercress Line to see if they would be agreeable to this idea.
2. The Thursday street market is an attraction for visitors from surrounding areas. It was thought that the Town Trust may be open to suggestions to make it more varied and attractive to shoppers. The committee suggested it would be a good idea to encourage stalls that sell items that cannot be obtained from an existing shop within the town. Local produce stalls such as those found at the Winchester Farmers Market are always popular along with local crafts.
3. Everybody felt that there could be an improvement in the maintenance and physical appearance of the town. For example, weed growth and litter should be kept under stricter control. Incentive to take 'pride in premises' could be to encourage the town to enter a Market Town award competition. TMDO will look for a competition. This has been done very successfully in previous years. There could be a prize for the best dressed shop window. Broad Street enhancements could be new gravel around the planted trees and perhaps extra sponsored street

planters.

4. A regular monthly statement could be issued via publications such as the Forum and social media promoting 'hidden corners of Alresford' and what to do in Alresford.
5. Finally, it was suggested that a 'town team' could be formed made up from groups of local organisations.
6. Further discussions will be held to safeguard Alresford's car park and to ensure that the Local Plan delivers a new car park for at least 50+ spaces.

Meeting closed at 19.25pm

Chairman's signature..... Date.....