

**MINUTES OF THE MEETING OF THE PROMOTION, COMMUNICATION AND EVENTS
COMMITTEE OF THE WANTAGE TOWN COUNCIL HELD AT THE BEACON,
PORTWAY, ON MONDAY, 19 JUNE 2023, AT 7.30 PM**

Committee members present: Councillors T Gilhome (Chair), A Crawford and
K Morris (substitute)

Other councillors present: Councillors I R Cameron (part)

Others present: M Howard, T Shearman and S Taylor – Wantage Chamber of
Commerce

Town Centre Manager (TCM) A Yates
Deputy Clerk S Sanders

Apologies for Absence

Apologies were received from Councillors Dunford and Wright

Declaration of disclosable pecuniary interests, other registrable interests and non-registrable interests.

None.

To sign the minutes of the meeting held on 20 March 2023.

The minutes were approved and signed.

Statements and questions from the public

None.

1. To receive a briefing from the Wantage & District Chamber of Commerce about their progress and vision.

The members of the Wantage Chamber of Commerce spoke about their objective to promote the town centre as a vibrant and dynamic retail, dining and entertainment destination and their desire to work closely with Wantage Town Council to achieve this. They thanked the TCM for her valuable support and input.

The Chair thanked them for the interesting and positive briefing and asked to be kept informed of their plans and progress. They and Councillor Cameron left the meeting.

2. Matters arising from the minutes

a) Update on Welcome to Wantage pack

There was no update on the Welcome to Wantage pack.

b) Coronation event 6 May 2023 - to receive feedback.

The free entertainment for children was welcomed by parents. Unfortunately, the event was not well attended due to the bad weather.

3. Events plan

a) Sustainability Showcase

Deferred until the next meeting when more information about the event would be available.

b) Food Festival - 2 July

It was agreed to review the success of the event at the next meeting.

c) Review of remaining events

The calendar of events had been circulated prior to the meeting.

d) Staffing and the effects of extra events

It was noted that some events require a considerable amount of extra work from staff. It was agreed that when planning future events there was a need to be realistic about the resources available to deliver a successful event.

4. Ideas for maximising the use of the western end pedestrianised area.

Wantage Silver Band would be using the area on Sundays throughout the summer. The area could be used for non-commercial organisations to exhibit. It was noted that the space was predominantly an informal space to be enjoyed by members of the public to be away from traffic. The TCM agreed to discuss the possibility of inviting bands, organisations, and groups to use the area with the Town Project Coordinator (TPC).

Action: TCM/TPC

5. To consider the suggestion to set up a gazebo on occasional market days to give members of the public opportunities to engage with councillors in an informal way.

It was agreed that possible dates would be discussed outside of the meeting.

Action: All

6. Newsletter

a) to consider the distribution of the newsletter by email.

It was agreed that the current distribution of newsletters by Royal Mail was working well and there was no need for the newsletter to be emailed as well.

b) to agree the date and content for the next issue.

All councillors to be invited to suggest items for inclusion by 1 August, for the next issue to be delivered at the end of August.

Action: Deputy Clerk

7. Markets

a) to agree the entertainment budget for markets.

ON THE PROPOSITION OF Councillor Crawford
SECONDED BY Councillor Gilhome

IT WAS RESOLVED that a budget of £600 per artisan market (5 remaining) and £300 per Saturday market be available. To be reviewed at the next meeting.

b) to discuss the promotion of the artisan markets.

It was agreed that simple signs advertising the markets be attached to town entry signs and street furniture owned by Wantage Town Council. The signs would be erected a few days before the market and removed promptly.

Action: TCM

8. To consider a payment towards a quiz night on 29 September 2023 organised by The Wantage Literary Festival.

ON THE PROPOSITION OF Councillor Crawford

SECONDED BY Councillor Gilhome

IT WAS RESOLVED that a payment of £250 be paid to The Wantage Literary Festival towards the cost of a trophy and technical support. It was hoped that this would become an annual fundraising event.

9. To consider the purchase of a LED display board.

It was agreed that the TCM should liaise with The Wantage Chamber of Commerce to gauge their interest in being responsible for updating a digital display board to promote the town and events if a suitable location was found to install one.

Action: TCM

10. Promotion of the town by organisations within Wantage.

It was agreed organisations should be given the opportunity to acknowledge the financial support given.

Action: Crawford

11. Other business.

None.

The meeting closed at 9.10 pm
