

# DOWNHAM MARKET TOWN COUNCIL

## MINUTES OF THE BUSINESS AND TOURISM COMMITTEE

**TUESDAY 16 JULY 2024 6pm**

In the Town Hall, Bridge Street, Downham Market, PE38 9DW

	<p><b>Present</b> Cllrs Leivers, Wiles, B Moyses, S Moyses, Buxton, Dickson, Hobbs</p> <p>Tina Griffin, Deputy Clerk</p> <p><i>Members were reminded of the emergency exits/muster point and asked to turn mobile phones to silent</i></p>
<b>No</b>	<b>Item</b>
1	<p><b>To receive Members' apologies for absence</b> There were no apologies</p>
2	<p><b>To receive Members' Declarations of Interest</b> Cllr Leivers declared she is a member of Discover Downham (item 8)</p>
3	<p><b>To approve the minutes of the previous meeting of the committee held on 18 June 2024</b></p> <p><b>Proposed:</b> Cllr Wiles                      <b>Seconded</b> Cllr S Moyses <b>4 in favour, 3 abstentions (not present at the meeting)</b> 'That the minutes of the previous meeting of the committee held on 18 June 2024 are approved.'</p>
4	<p><b>Public Participation – 15 minutes allowed</b> There were no members of the public in attendance, however Cllr Bet Moyses wished to highlight that there are no pictures of the market on the newly decorated Hollies bus stop.</p>
5	<p><b>To welcome KLWNBC Tourism Officer – general discussion</b></p> <p>Apologies had been received from the Borough Tourism Officer, however he had sent a briefing note circulated to Cllrs earlier in the day and this was discussed:</p> <p><b>Downham Market Mini-guide:</b> it was agreed that Cllrs would review the leaflet and pass any suggested improvements to the Deputy Clerk for collation. Cllr Bet Moyses hoped that more emphasis could be placed on the weekly markets.</p> <p><b>Future Vision for Visitors:</b> promoting Downham Market as a hub for the corridor between Welney Wetlands Centre, Denver Sluice, and Watatunga Game Park was thought to be a good idea and Cllrs welcomed further exploration of the idea.</p> <p><b>Gingerbread Trail:</b> Cllrs welcomed the new publication, appreciating that it had been produced in small numbers initially for any suggested amendments. The intention is to try and encourage visitors to circulate round the town rather than just in the centre.</p>

	<p><b>Food and Drink guide:</b> this is on the back burner for now as the take up by local eateries has not been high. Cllrs were surprised that restaurants would not wish to take up free advertising.</p> <p><b>Priory Road stone marker:</b> this is due to be re-gilded and the defunct lights replaced by brass covers.</p> <p><b>Heritage sign outside Tesco/library:</b> this is awaiting installation.</p> <p>It was suggested that shops and visitor centres could display tourism leaflets eg Denver caravan park, Church Farm etc. Deputy Clerk will investigate the circulation of leaflets with the Borough Tourism Officer.</p>
6	<p><b>To discuss previously agreed priorities and further actions for this committee.</b></p> <p><b>Progress was reported on the following:</b></p> <p><b>Town Map</b> – this is being produced in conjunction with the renovation of the town centre toilets. A draft will be circulated in due course for comment.</p> <p><b>Tourist Information resource</b> – the beginnings of a TIC is being created in the reception area of the Town Council offices and will develop over time. This will need to be advertised in due course.</p> <p><b>Information point:</b> the lighting has been renovated and the outside cleaned. A quote to replace the front plexiglass and surround is awaited.</p> <p><b>Tourism sign posting –</b>  <b>Proposed</b> Cllr Leivers                      <b>Seconded</b> Cllr Dickson                      <b>All in favour</b>  ‘That the Deputy Clerk be tasked with investigating the carrying out of a signposting survey, obtaining quotes as appropriate.’</p> <p>Cllr Wiles suggested the addition of QR codes on the town map, and on leaflets to assist visitors in getting around.</p> <p>A lack of accommodation for visitors was commented upon but it was accepted that there is no obvious solution to this. An accommodation leaflet including places to stay in villages outside the town was discussed.</p> <p>It was reported that the budget previously allocated to the Community Development Committee had been approved for transfer to the Business and Tourism committee, with the caveat that event expenditure would continue to be set against the budget.</p>
7	<p><b>To discuss joint KLWNBC-DMTC business meeting and agree actions – 18 September 2024</b></p> <p>Cllrs were advised that the Cabinet Members and Borough Cllrs had agreed the date, and that arrangements were being made for promotion of the meeting using the Borough database of businesses. It was suggested that businesses within a 3 mile radius of the town be included and Cllrs agreed to send a list of the places they think of to the office for targeted invitations.</p>

	<p>Cllrs Leivers and Hobbs volunteered to deliver flyers to the businesses in town, taking the opportunity to collect email addresses for future business updates. Cllrs Buxton and Leivers agreed to use their radio station contacts for promotion.</p> <p>The focus of the meeting would be on how to better promote the town to visitors, and the Borough Tourism Officer had confirmed that he will attend.</p>
8	<p><b>To discuss meeting with Discover Downham re: potential ‘Heritage Day’ in 2025</b></p> <p>Cllrs agreed that much of the organising for this event would need to be done by themselves and Discover Downham, using the office as back up as needed. It was noted that there is no dedicated budget for the event at this stage.</p> <p>Other suggested activities for the day included promotion of the Gingerbread trail – eg bakeries offering gingerbread, restaurants could offer gingerbread coffee etc. A vintage car rally on the Howdale or one of the carparks.</p> <p>Deputy Clerk to arrange the first joint meeting.</p>
9	<p><b>To receive feedback from West Norfolk Tourism Forum and informal meeting with Tourism Officer.</b></p> <p>Cllr Leivers advised that the main points had all been covered earlier in the agenda, however she highlighted a plaque in the Hollies Car park listing the Cllrs who opened it is in need of attention.</p>
10	<p><b>To receive feedback on Library heritage board, information point, Priory Rd bollard etc</b></p> <p>Covered earlier in the agenda – item 6.</p>
11	<p><b>To agree date of next meeting – 27 August 2024</b></p>
	Meeting closed 19.10
	<p><b>Signed</b> <span style="float: right;"><b>Dated</b></span></p>