

DOWNHAM MARKET TOWN COUNCIL

MINUTES OF THE BUSINESS AND TOURISM COMMITTEE

TUESDAY 18 JUNE 2024 6pm

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

	<p>Present Cllrs Leivers, Wiles, B Moyses and S Moyses</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>
No	Item
1	<p>To elect a Chair for the committee</p> <p>Proposed: Cllr Wiles Seconded Cllr S Moyses All in favour 'That Cllr Leivers is voted in as Chair of the committee.'</p>
2	<p>To elect a Vice Chair for the committee</p> <p>Proposed: Cllr S Moyses Seconded Cllr B Moyses All in favour 'That Cllr Wiles is voted in as Vice Chair of the committee.'</p>
3	<p>To agree Terms of Reference and scope for the committee</p> <p>Proposed Cllr Leivers Seconded Cllr Wiles All in favour 'That the draft Terms of Reference be approved with the inclusion of not-for-profit organisations, and recommended for adoption at Full Council.'</p>
4	<p>To receive Members' apologies for absence Apologies received and accepted from Cllr Hobbs.</p>
5	<p>To receive Members' Declarations of Interest No declarations were received</p>
6	<p>Public Participation – 15 minutes allowed There were no members of the public in attendance</p>
7	<p>To discuss and agree priorities for this committee, including the role of Town Council events in promoting the town and business consultation methods, Town Map, and infrastructure improvements.</p> <p>Members discussed various priorities for the committee, agreeing that these could be amended and/or added to as meetings progress.</p>

	<p>Initially: Ensure Town Council events contribute to promoting the town and businesses – to review events eg Halloween, St Winnolds in particular To consider business consultation methods Town Map improvements Infrastructure improvements eg Information Point, leaflets, an audit of existing signposting, bus stop signage Coach parking Accessibility in town Invite input from Borough Tourism Officer – Deputy Clerk to invite to next meeting Developing a TIC area within the new Town Council offices or in the lobby of the Town Hall.</p> <p>It was confirmed that the committee would need to put in a budget allocation request to Governance and Finance committee.</p>
8	<p>To discuss holding another joint KLWNBC-DMTC business meeting and agree actions.</p> <p>After much discussion it was agreed that a different approach might be preferable. It was agreed that a further meeting would be held in September, inviting representatives from the Borough Council, and the four BC Councillors to focus on one question ie ‘How can we better promote the town to visitors?’</p> <p>The Borough Council has a list of local businesses and has offered to circulate invitations using their database. DMTC will also use its usual publicity methods.</p> <p>Deputy Clerk to contact Cllr Bullen to liaise.</p>
9	<p>To discuss working with Discover Downham to explore organising a ‘Heritage Day’ in 2025</p> <p>It was agreed that this committee would invite Discover Downham and Borough Tourism Officer to a meeting to discuss the possibilities of a Heritage Day. It was suggested that volunteer tour guides would enhance the event. Leaflets for self-guided tours were also suggested.</p> <p>Deputy Clerk to organise for around October time.</p>
10	<p>To receive feedback from West Norfolk Tourism Forum</p> <p>Cllr Leivers commented that the recent meeting was not as relevant to Downham Market as some others have been, however it covered local events, the problem of coach parking in attracting visitors, access to shops and publicising this on line.</p>
11	<p>To agree date of next meeting – brought forward to 16 July 2024 in order to start the programme of work – aim to hold meeting bi-monthly in due course.</p>
	Meeting closed 19.25
	<p>Signed Dated</p>