

Committee	COUNCIL MEETING
Date	16th April 2018
Agenda Item	14

Tourism in Halstead

A request has been made from the Chamber of Trade that Halstead Town Council cooperate in publicising what Halstead has to offer to passing groups in coaches. This will involve the following:

- Chamber and HTC request to BDC that the remaining Mary Portas funds be spent on the High Street, through a strategy to encourage passing traffic to stop.
- The Clerk has received a message from BDC stating that they are holding £1971.20 which is owed to HTC, in relation to the original allocation of Portas Pilot funding to Halstead Town Team. This will be paid to the Council in full if it is agreed that it will be spent in accordance with the original Portas Pilot project
- There is an existing sum of £2209 held for the Town Team in an HTC account, which, it has been suggested by the Chamber of Trade, could be used for the Christmas Fayre and Tourism.
- If Mary Portas funds are agreed, then the Chamber will pay Visit Essex membership for 2 years
- These funds can also be used to purchase space at Visit Essex Exhibitions
- HTC are asked to group email coach and tourism companies with attached leaflets on town tours
- Chamber has offered to update the coach company database – last year some emails were returned and some had to be sent out by post
- It has been requested that HTC manage tours, but both the History Society and Halstead in Bloom would prefer direct contact with those wanting to book tours, as the Council itself will not be running tours. The History Society and Halstead in Bloom are happy to give a contact email address.

Recommendation: 1. that HTC decides whether to give control of the account for the Christmas Fayre monies to the Chamber of Trade.
2. that HTC decides whether it should accept the Portas money as suggested by BDC
2. that the History Society and Halstead in Bloom are direct contacts for tours
3. That the Council agrees to email coach companies

Sarah Greateorex

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