

Councillor Jones suggested adding this to the next Community Safety Partnership meeting for a view.

It was agreed to defer this item to the next meeting. In the meantime, Councillor Bayliss volunteered to undertake a practical session of Community Streetwatch with District Councillor Butler at Petersfield and to contact ADRA to see if there would be any ward keen to volunteer if the scheme were taken forward.

19 Tourism and Tourist Accommodation

This item was included on the Agenda for discussion by the Committee Chair, to look at how the Town Council could promote tourism and locally available accommodation to help the town economy. Members felt in the interests of time this was best addressed by requesting a review of the Council's Marketing and Promotions Strategy from 2019 ready for the next meeting.

In respect of tourist accommodation, the Town Clerk noted that there would be an updated Pocket Guide at the beginning of 2022 which will detail the available places to stay in and around Alton.

The Town Clerk was also requested to follow up with Councillor Mocatta in respect of progress of the approval of the new town gateway signage with Councillor Joy.

NOTED

20 Alton Town Council Events Programme for 2021 and 2022

Councillor Boxall opened this item to commend the work of the officers in putting together such a great events programme for 2021, especially given the challenges of the year.

Members also wished to specifically thank Events Officer Natalie Beckell and all the walk/ride leaders and volunteers at the Alton Walking & Cycling Festival.

Included in councillor's bundles were details of the programme of events for Bio Blitz taking place at Kings Pond on 26th June from 9.00 a.m. to 3.00 p.m. including how to book on planned sessions via EventBrite.

Councillor Cristofoli wished to raise concern over hosting BioBlitz given that the pond is "not in a great state and doesn't look cared for by the Town Council". Councillor Jones responded that would be useful for people to see it as it is now to understand the complexities and to help educate people as to what is happening at the pond. Councillor Cristofoli responded to request that at least the grill be cleared before the event. Councillor Jones noted that care must be taken clearing the grill at this time of year in case young ducklings or cygnets get caught up in the flow downstream.

Members were happy with the updated plans for Yuletide 2021 including the "live" trees and baby marmots and asked whether we were able to invite "Eddie the Eagle" for this year's event as he was unable to come to launch the MarmART Trail last year with Covid restrictions. The Clerk responded that our sponsors were keen to look at someone who was likely to be at the upcoming winter Olympics if possible and were also happy to request Luke and Elliott for the Christmas Light Switch On.

Members of the committee wholeheartedly supported the inclusion of an Alton Literary Festival for the 2022 programme and were keen in the first instance for officers to speak to Regency Week to see if the two events could work collaboratively at the same time in June.

The Committee expressed their gratitude that Specsavers have renewed their Headline Sponsorship for 2021 and welcomed Mascolo and Styles as a new sponsor for this year.

On the proposal of Councillor Jones, seconded by Councillor Titterington it was

RESOLVED to approve

- (i) The purchase and installation of 4 Baby Marmots in Market Square at £900 each
- (ii) The progression by officers of the concept of a new event for 2022: Alton Literary Festival (ALF)

21 CIL Expenditure (Brewery Site)

The Town Clerk confirmed to Members that the Town Council portion of the CIL receipt for the Brewery Site would be £660,903 delivered across a number of tranches. It was therefore estimate that once the professional fees and fit out cost of the new community building was accounted for (subject to Full Council approval) there would likely be in excess of £400,000 of CIL receipt remaining for other projects to be decided for which Members were asked for their initial thoughts so a paper could be put together. Members were also asked to consider if any of the expenditure should be for projects outside of the Town Council, that is, inviting other groups to bid for funds.

Councillor Cristofoli requested that there should be public involvement and engagement on ideas for what projects could be financed with these funds for which there was agreement.

Councillor Bayliss asked for a milestones plan for the new Community building to understand when decisions need to be made by Councillors. The Clerk confirmed that Full Council has already approved taking the shell and core building on a 999-year lease and this was currently being progressed now that the S106 is signed. The Town Clerk agreed to produce a project plan.

Councillor Jones suggested the groups which had been approached in respect of occupation of the new community building also needed to reconvene now that Dean Mohammed has replaced John Geoghegan at EHDC on the project. The Clerk would refer back to EHDC.

In conclusion the Town Clerk was asked to e-mail all councillors for their initial views on CIL expenditure for the remaining monies arising from the brewery site in order to compile a first draft of ideas which could then be opened up for public engagement and further suggestion.

NOTED

22 Alton Ambassadors (Litter) and Terracycle

In respect of the Terracycle concept which is designed to recycle very specific types of waste, members felt this was more suited to a semi private environment rather than a public building. Councillor Boxall agreed to liaise with ACAN in looking into this further.

Councillor Boxall noted in respect of Alton Ambassadors that this was a good way to engender Civic Pride. She has recently met with a local school teacher and together they felt that it could be a good way to engage young people, initially in respect of anti-littering but potentially to use the Ambassador idea for a number of projects.

Councillor Bayliss asked the Clerk what response had come from ADRA via Bob Booker on this following the Litter Task and Finish Group. The Clerk responded that Bob had replied to say there was very little initial enthusiasm and no ideas came back on a name for the proposed Facebook group where people could report littering hotspots. The Clerk was asked to invite Bob and Philippa (ACAN) to the next meeting to progress this item further.

NOTED

22 Talking Benches

An update from Susi Drummond from ABRI had been circulated to all councillors prior to the meeting with their Agenda papers with councillors being asked to consider the approach the town council wishes to take in moving this initiative forward. Members were pleased at the project concept and plan and requested feedback be given to ABRI to confirm support for the scheme which would be publicised in due course when ready to launch.

NOTED

The meeting finished at 7.55pm