

Wells Town Council Working Party on Tourism

Meeting October 4th. 2012

Present Roger Arguile (WTC) , Robert Smith (harbourmaster), David Horton Fawkes (Holkham) Allen Frary (WTC), Peter Lynn (Maltings Project) Pat Weston (Carnival), Barry Dennis (Wells Hospital)

The primary need is to manage tourism better rather than to increase the number of people coming which is, in any case, to a degree outside our control. It was very important the value of Wells as an AONB should not be threatened by too many visitors. Various needs were expressed.

- An **Adult Indoor Attraction** would be of value. The Maltings development will provide this. (PL)
- Better signage both to welcome people into the town and to direct traffic so as to reduce traffic to the quay. (RS) This should be a matter for the town council.
- **Welcome brochure** to inform visitors where various attractions are to be found (RA) This was a budgetary item for the town council.
- **Better information online** – DHF would investigate whether the [visitnorfolk](http://visitnorfolk.com) website would be able to post better information about Wells or whether we needed to make some provision ourselves. It was agreed that WTC was not the appropriate body to run a website but might help with start up costs.(DHF/RA) Facebook and Twitter
Since then I have met with the new manager of Visit East Anglia Pete Waters, former editor of the EDP who agrees that the regional website gives insufficient coverage for Wells. He has agreed to our negotiating over the inclusion of more material on the town together with links.
I have also been contacted by Simon Edwards of TICL, an app provider who is offering an app service to us free of charge (as a pilot before going countrywide. I have referred him to Pete Waters and to Chris. Coubrough who is on the board of Visit East Anglia.
- **Parking** was agreed to be a crucial issue. The Freeman Street car park to replace the football ground with up to 600 cars was a necessity. Park and Ride was raised as a possibility but thought to be impractical. (DHF) (*see Clerk's Report*)
- **TIC** Its importance was agreed and its future might be in the hands of the Maltings Trust which, if it took it on, might be in a position to enhance its facilities (PL) (*See report of meeting with Sheila Oxtoby.*)
- **Toilets** were agreed to be another major problem but no ideas were forthcoming about improving them. *See report of meeting with Sheila Oxtoby*
- **The shortage of Bed and Breakfast accommodation** was registered but this was thought to be a matter for private initiative.
- **The absence of a businessmen's forum** was noticed but again this was something which did not appear to be wanted.

Those who have agreed to act will be in communication with the rest of the working party and if another meeting seems useful RA will convene it.