

## Monthly Report to Building and Town Committee

### **Introduction**

I started on the 27<sup>th</sup> of June and have slowly been introducing myself to local businesses, retail and market traders, local attractions, community groups and government organisations. Whilst out networking I am promoting the business groups (Romsey Mutual Business Group and Romsey Chamber of Commerce) encouraging people to join them with nearly a dozen new signups.

I am currently developing a tourism marketing strategy for Visit Romsey and Visit Test Valley liaising with partners TVBC and Tourism Southeast. I have suggested starting an e-newsletter for Visit Romsey to promote the Romsey area attractions, events and businesses using TVBC e-newsletter facilities to minimise costs and with the future prospect of growing it to encompass the wider Test Valley.

I have set up an evaluation and monitoring spreadsheet to provide a monthly report on media coverage and campaigns on social media, website and future correspondence.

### **Event & Business Group Meetings:**

- Romsey Forum
- Romsey Mutual Business Group Breakfast Meeting
- Safety Meeting for future events
- Community Safety Management Group
- ACTION - Romsey Disabled People Partnership – Worked with TVBC and was introduced to members. The group is looking to increase attendees to help discuss how the Town can help, assist and cater for those with all disabilities. Please pass this plea onto your constituencies.

Romsey Events attended:

- Mayors Picnic and Duck Race
- Beggars Fair
- Romsey Carnival

### **Organisations**

Met with:

A one-to-one meeting with Julian Gee from **Chamber of Commerce** – attended Exec meetings, breakfast meeting and social gatherings. Helped discussions and gave contacts for the upcoming Food Fair, promoted their upcoming events and training of social media promoted posts.

Met with Terry Bishop from **Unity Online** and set up meeting with other managers from the organisation. In talks in partnering with them and creating a Volunteer Fair in January 2023.

Cllr Dorothy Baverstock kindly afforded me an introduction to Clare Goddard from **Sir Harold Hillier Gardens**. We discussed partnership working, volunteers, future plans, tourism and day visitors.

**Tourism Southeast** met with Julia West and Graham Haynes to discuss tourism. Learning how Test Valley is set up and how we can improve things for the future.

Gary Wilburn (EP Projects) to discuss **World of Water** and **Green Halo Partnership**

Teams meet up with **ShopAppy** representative now 41 members (tomorrow morning – been cancelled previously)

Jackie Edwards, **Antique Fair** has a discussion over the phone will meet up in September when she is next in the area.

Met with Clive Collier from the **Rotary Club** and will attend the next meeting and do a talk about the new role as way of an introduction to their members.

## **Businesses**

**Bradbeers**, Mark Hall & Greg Davies – talked about the new shop which is opening in Salisbury, Sunday trading, markets and opportunities.

Many local businesses in Romsey Town Centre and Romsey Extra introducing myself and asking their views on the Town, tourism, Romsey Future, Sunday trading, access and road closures (The Hundred) and their ideas on what needs to change/what shouldn't change.

Ali Fielder, **Bongo Creative** – local independent design company, member of the Exec Committee on the Chamber. Talked about rebranding, events and partnership working.

## **TVBC**

Met up and organised 6 weekly meetings with **Andy Ferrier** – talked through Romsey Future, tourism websites, future opportunities.

Met up and organised monthly catch-up meetings with **Jennie Pell**, Economic Development Officer

Met and talked through Romsey Future with **Nick Adam-King** and **Graham Smith**

Met with the TVBC Communications Team **Lisa Phaire & Kathryn Binfield** and **Jennie Pell** to produce a Development and Comms plan for Visit Romsey / Visit Test Valley.

**Marianne Piggitt** - completed a handover meeting before Marianne left her job and I also went to her leaving do and met with other members of her team and also Test Valley.

## **HCC**

Emailed past contacts to update them on my move to RTC

Attending Sept meeting with HCC and Transition Town Romsey about future plans to support greener energy.

## **Elected Members**

Met with Mayor Cllr Neil Gwynne

Spent a morning with Cllr Dorothy Baverstock

Introduced myself at the Full Town Council Meeting – as mentioned in the meeting please feel free to come and have an informal meeting with me on your ideas and future plans for Romsey.

## **Key priorities:**

Urgent:

- ShopAppy
- Tourism App

Short Term:

- ShopAppy
  - Meet with representative
  - encourage residents to use the website – social media, share on community sites
  - gain feedback from retailers
- Tourism App
  - Meet with App creator
  - Facilitate creator with data and photos
- Community
  - Meet up with local community and introduce myself
- Opportunities
  - Meet with Go New Forest to look at how they set up, key learnings etc. (Go New Forest is a 'not for profit' Community Interest Company set up to manage and develop tourism in the new Forest and has 220 paying members. This organisation replaced New Forest Tourism Association and New Forest District Council's tourism service)
  - Collate and compile database of attractions/accommodation providers/retail/cafes/pubs and restaurants for tourism website and where needed the tourism app
  - obtain quality photos for tourism app and website

Long Term:

- Volunteer Fair – liaise with further businesses and organisations
- Assist Ian Richards to enrol more marshals to help with road closures for September / Christmas
- Four Fun Fridays for summer next year.
- Redesign and resize logo for all Visit Romsey social media and website to complement Visit Test Valley branding.
- Future funding for tourism: tourism app, promoted posts on social, photoshoot, rebranding.

## **Meetings coming up:**

Linda Bate – Youth in Romsey (22<sup>nd</sup> August)

Broadlands Tour and introduction (23<sup>rd</sup> August)

Hillier Gardens with Claire and managers from Marketing and Volunteering Departments  
(September tbc)

Tourism Meeting (7<sup>th</sup> Sept)

Romsey Future Programme Board (13<sup>th</sup> Sept)

Beggars' Fair AGM (13<sup>th</sup> Sept)

Social Media Masterclass at Romsey Town Hall with Faye (Sept 14<sup>th</sup>) If you would like to attend  
please contact Romsey Chamber – tickets still available.

Rotary Club (tbc)

Romsey Festival (29<sup>th</sup> September)

The Presidents Reception (Chamber of Commerce) 30<sup>th</sup> Sept – Tickets available

Romsey Future Community Event (8<sup>th</sup> October)