



**SHAFTESBURY TOWN COUNCIL**  
**Visitor Experience Advisory Committee**

Minutes of the Visitor Experience Advisory Committee held in the Council Chamber, Town Hall, High Street, Shaftesbury Dorset SP7 8LY on Friday, 21 September 2018 commencing at 10am.

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**Advisory Committee Members Present:**

Keri Jones (Chair)

Angela Green

Janet Swiss

John Parker

Sue Clifford

Elaine Barratt

**Officers Present:**

Brie Logan Business Manager

**In Attendance:**

Councillor Hall

No members of the public

No members of the press

**MINUTES**

**Public Participation**

There were no members of the public present

**Apologies**

Apologies were received and accepted from Pete Ryley, Anne Giberson, Pam Cruikshank, Steve Keenan

**VE16 Declarations of Interest and Dispensations**

No declarations of interest were received

**VE17 Minutes**

VE17a It was **RESOLVED** to approve the minutes of the meeting held on 4<sup>th</sup> May 2018 as a correct record. The minutes were duly signed.

**VE18 NEW ADVISORY COMMITTEE MEMBER**

VE18a It was resolved to recommend to GEM to appoint Anna McDowell as an additional member of the VEAC

**VE19 PROGRESS REPORT**

VE19a A progress report will be provided to GEM at the next meeting on 23/10/2018

**VE20 SIGNAGE SURVEY**

VE20a It was agreed to continue to plot the signs on the database and develop an action plan to improve the current situation.

**VISITOR SURVEY**

A summary of feedback to date was provided. Next step is to prepare a full analysis of the results and share with GEM and VEAC at the next informal meeting

**VE21 BELL STREET TOILETS**

VE21a Initial plans were supported and next steps for the Bell Street WC project is to prepare a recommendation for approval to GEM

**VE22 WASTE BINS**

VE22a The consideration for the opportunity to replace the plastic bins in strategic locations within the town with cast iron bins to improve the look in line with the history

**VE23 BUDGET**

VE23a Considerations to town branding and ringfencing funds to

**VE24 FUTURE PROJECTS – all included in the VEAC action plan**

- a) Cycle/ footpath network and link with the Neighbourhood Plan
- b) Men's and Women's UK cycle tour of Britain – Shaftesbury stage of the tour.
- c) Walking for health

**VE25 RECOMMENDATIONS to GEM were agreed:**

- a. New VEAC member – Anna Mc Dowell
- b. VEAC action plan
- c. VEAC visitor survey results of analysis
- d. Introduction of Cast Iron bespoke bins replacing the plastic bins in key locations