

MILFORD-ON-SEA PARISH COUNCIL

The Parish Office ~ 'The Old Clock House' 22 High Street ~ Milford-on-Sea ~ Hampshire ~ SO41 0QD



Agenda

Minutes of the Tourism, Trade and Traffic meeting held Tuesday, 22nd of September, 12 noon, Committee Room, All Saints Church Hall, Green Banks Close, Milford-on-Sea

These minutes will be adopted at the next Full Parish Council meeting on Monday, 19th of October 2026.

Members (P = Present)

Cllr Bob Bishop	Cllr Susan Pepper	p	Cllr Richard Baker	p
Cllr Christine Hopkins	Cllr Gary Fox		Cllr Anne Cullen	
Cllr Patricia Banks	Cllr Lynn Wylde (C)	p	Cllr Bernard Bennett	p
Cllr David Royle	Cllr Nick Haining	p		

Also in Attendance:

Graham Wells (Parish Clerk), Niamh Morrison (Assistant Parish Clerk and Clerk to this sub-committee), Rachel Lewis (Visit Milford), Jo Adams (Hurst), Simon Bransgrove (Shorefield Country Park), Donna Molesy and Donald Darbishire (Paddle on the Green), Becca Michael (Melleford), Mark Cummings (The Village News), Alice Jenkins (Magical Milford) and Emma Hardy (Milford-on-Sea Music Festival)

Cllr Wylde opened the meeting at 12 noon and introduced herself as Chair of the sub-committee. She asked that those in attendance adhere to council meeting etiquette.

1. Election of Vice Chair of the Tourism, Trade and Traffic Committee

Cllr Pepper proposed Cllr Baker; Cllr Haining seconded this proposal. All member voted unanimously in favour

It was resolved that Cllr Baker would be the Vice-Chair of the Tourism, Trade and Traffic sub-committee.

2. Introductions

Introductions were made by council members and all attendees clockwise around the meeting room.

3. Apologies

Apologies received by Cllr Bishop, Cllr Royle, Cllr Cullen, Mr. Crouch, Mr Wedgewood, Ms. Scott, and Ms. Argiz.

4. To receive update from the Chair of the Tourism, Trade and Traffic Committee to cover Village Green Benches questionnaire post the meeting

Cllr Wylde informed the meeting room that the council intends on engaging with traders who participated in the Bench Programme for the 2026 season via questionnaire. Once feedback is considered the council will contact local traders in connection with the 2027 season.

Cllr Wylde also informed the meeting room that the Parish Council have given serious consideration to the bins on the Village Green and that to expect considerable change to these.

5. Tourism – to receive a report from Linda Scott and Rachel Lewis of Visit Milford and Jo Adams of Hurst

Ms. Lewis firstly addressed the meeting room and provided an overview of the business model which is a 'members based' promotional platform for Milford-on-Sea. She reported that this year Visit Milford information boards were erected at Needles Eye Café, Hordle Cliff Kiosk and The Lighthouse. Each board is designed to provide visitor information and to draw traffic to the Visit Milford website where visitors can access information about local days out, places to eat, a local directory etc.

Ms. Adams informed the meeting room that she has now taken over as the Marketing Manager of Hurst. She reported that visitor numbers were down by 18% and it was felt that this was because of the unprecedented hot weather conditions that persisted all summer and the cost-of-living crisis. The fire on the A31 this summer also had a negative impact on visitors seeing figures down by 400. She reported that they held some very well attended events throughout the season and that they are holding 2 weeks of activities and trails over the October half-term. Hurst will then close on the 1st of November.

6. Hotels and Country Parks – to receive a report from Tim Wedgewood of South Lawn Hotel and Simon Bransgrove of Shorefield Country Park

Mr. Wedgewood was not present at the meeting however he did report that South Lawn Hotel was awarded 4 rosettes and had another successful season.

Mr. Bransgrove reported that the trade in the sector is becoming more and more competitive. They had a good capacity in July, and remainder of the year was relatively flat. They have noticed a shift in holiday bookings with mid-week breaks providing more popular rather than longer stays. The onsite bars and restaurants were not as busy as previous years. He also reported that Shorefield Country Park was listed in the top 10 of holiday parks nationwide by Which.

7. Coffee Shops – to receive a report from Donna Molesy of the Paddle and Tony Michael of Melleford

Ms. Molesy reported that trade had been relatively steady throughout the year with July and August down. She felt that this was due to the exceptionally hot weather conditions.

Ms. Michael echoed Ms. Molesey's comments, that it was steady but not as busy as last year.

8. Licensed Premised – to receive a report from Jon Crouch of The Cave and Suzy Roche of The Smugglers

Mr. Crouch was unable to attend the meeting however Cllr Wylde did summarise correspondence that he submitted. He reported that his trade was down 12% this year and that he felt that this due to having 2 benches on the Village Green as opposed to 6 in previous years.

9. Retail – to receive a report from Mark Cummings of The Village News and Sarah Argiz of The Old Smithy

Mr. Cummings reported The Village News is the Information Point for the National Park and that footfall for this service was significantly down. He also commented on the road works that took place in the village over the summer which prevented people from parking. He suggested that road works should be limited during peak/school holiday windows.

10. Events – to receive reports from Alice Jenkins of Magical Milford and Emma Hardy of Milford-on-Sea Music Festival

Ms. Jenkins of Magical Milford reported that preparation for the event was well underway. Electrical quotes are being pursued, road closure application submitted and the Salvation Army have been requested to attend. She asked if the council could confirm permission for access to the Village Green for set up and this was confirmed. She also sought clarity with regards advertising on the Village Green. Cllr Wylde advised the organisers to submit their advertising request and specification to the full Parish Council for their consideration.

Ms. Hardy reported that the Milford-on-Sea Music Festival had fewer attendees than previous years however still well attended and successful. For 2027 they are looking for a greater outreach to include arts and crafts and youth musicians.

11. To discuss any current issues in the Tourism, Trade and Traffic matters and any support the Parish Council can provide

A brief discussion was held regarding bins, and it was again reported by the committee that this was recently discussed at a full parish council meeting and that it had been resolved that the bins on the Village Green would be replaced.

It was asked by the council if there was anything can be done to make communications better regarding Hampshire County Councils and road closures. The inconvenience of these road closures was discussed and whether they were deemed as critical infrastructure. Cllr Wylde reported that she received a report from Cllr Fran Carpenter which contained road closure information. This would be circulated after the meeting.

A discussion was held regarding camping site provisions and whether this would be beneficial for the area to draw more visitors and to keep camper vans off the streets and contained in one area for a fee.

It was noted by Ms. Molesey that there is currently a void for a Trader's Group and that the local traders should come together to create a contact list and potential representatives for their various sectors.

As Ms. Molesey was not present at the beginning of the meeting she asked for an update on benches on the Village Green. Cllr Wylde informed her that feed back would be sought by those who were involved in the scheme this year. The full Parish Council would review this item well in advance of the 2027 season and liaise with traders on the subject matter.

12. Any recommended assistance or advice required from Hampshire County Council and New Forest District Council

It was highlighted by Ms. Jenkins that the current transport links and bus services in and out of the village, particularly in the evening, was not making Milford-on-Sea easily accessible. It was recommended that consideration be given by the bus company to run a more varied timetable.

Cllr Wylde thanked everyone for attending and closed the meeting at 13.20 pm

Signed..... Dated.....