



WARWICK TOWN COUNCIL

Court House
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WARWICK
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Jayne Topham
Town Clerk

ECONOMIC & TOURISM COMMITTEE

MINUTES

THURSDAY 11th APRIL 2019

Present:

Councillor M Ashford
Councillor Mrs L Bolton
Councillor R Edgington (Chair)
Councillor J Holland

Co-opted Members:

Mrs J Baldry, Mr L Bartlett, Mrs S Butcher, Mrs E Healey & Mr A Klein

344. Apologies: The Mayor, Cllr PS Birdi, Cllr S Cross, Cllr Mrs D Da Cruz, Cllr G Guest, Cllr N Murphy. – it was resolved to accept these apologies.

345. Declarations of Personal and Prejudicial Interests. None

346. Minutes of the meeting held on 7th February 2019

It was resolved to approve the Minutes as a true record.

347. Town Centre Management

Discuss any issues raised.

Advertising Banners in the Square – Cllr Mrs A Littlejohn

This year's banners have been organised and it was agreed to diarise this item, to place on the agenda of this committee, in September 2019. The signs were provided by Warwick Signs and Booths kindly put them in position.

Sue Butcher raised a concern regarding all the planned roadworks. There appeared to be lack of consultation/communication with senior County Council representatives. She has

set up a meeting, which the Town Clerk will attend, to address this for the future. This will be an agenda item for June's meeting - for Sue to report back.

348. #Buyin2Warwick – Cllr Edgington summarised the projects successes and future campaign. Their website will be launched in the next two weeks – Warwick Town Council were thanked for their financial support for the initiative.

The brand is being used to advertise the OVO cycle tour. Gill Fletcher continues to take photos of local business's free of charge to help promote our retail/ restaurant/cafe experience. There is a free drop in workshop being held on the 26th April for local businesses to gain help with their social media needs. A leaflet is also being produced to aid advertising.

349. Warwick Cycle Hub - Community space in Smith Street - this initiative instigated by Lara Smith was reviewed. She has applied for funding through Space Hive and is looking for local support to enable a bike rack to be designed and located in Smith Street. It was agreed that the Town Clerk would visit her to discuss potential grant funding.

350. Plastic Free Warwick – the Town Clerk updated Councillors on the progress of the project The Folk Festival and Pub in the Park events have embraced the idea of removing single use plastic. WDC events team do not allow single use plastic at the events they organise. A meeting has been held at the Castle and steps are being taken with the buying department for Merlin. Jo Ally and her team presented at the recent Chamber AGM – local businesses are buying into the idea. We will invite Jo Ally back to E &T in June for an update.

351. Town Ambassadors – Interviews for the two roles will commence in May 2019. It is anticipated that their presence will be seen at Pub in the Park through to early September. Sue Butcher was asked to contact the Chambers members to ask what they want to be promoted.

352. Visitors Information Centre

Manager Liz Healey to report – see appendix 1

A discussion was held around the distribution of the Town Centre guide. Liz will report the outcome of a trial at the next meeting.

353. Grants

Royal Regiment of Fusiliers Museum, Armed Forces Day - £1,200 - approved

Guy of Warwick Society, Guy of Warwick Day - £800 - approved

Warwick Words, History Festival - £3,000- approved

Lanterne Rouge, Cycling Races - £3,000- approved

Leamington Music, Concerts - £1,800- approved

Warwick Horticultural Society, Annual Show - £1,000- approved

Classic Car Show - £429.64- approved

354. Reports from Co-opted Members

Sue Butcher – Chamber of Trade – AGM held this week.

Liam Bartlett – Warwick Castle – visitor numbers were good for the first few months of this year – better weather had helped.

The relaunch of the Birds of Prey show was proving popular the feedback was very positive. They had a small fire in the walkway which has taken 10 lodges out of use.

Andre Klein advised that races were going well – visitor numbers were up despite having to cancel a main event. The half marathon was a success and will be repeated.

Work with the Rotary continues with the Thai Festival and cycling events. They also have an open-air cinema.

Signed.....

Dated.....