



WARWICK TOWN COUNCIL

Court House
Jury Street
WARWICK
CV34 4EW
Tel: 01926 411694

Jayne Topham
Town Clerk

ECONOMIC & TOURISM COMMITTEE

THURSDAY 29th APRIL 2021

Present:

Councillor M Ashford
Councillor N Butler
Councillor J Darcy
Councillor R Edgington (Chair)
Councillor J Tracey
The Mayor (ex-officio)
Councillor Mrs MA Grainger (sub)

Councillor S Cross
Councillor Ms Mary Noone

Co-opted Members:

Mrs J Baldry, Mrs S Butcher, Mrs E Healey, Mrs C Hodgetts, Mr A. Klein. Representatives from Warwick Castle and WDC Events.

MINUTES

280. Apologies- Cllr PS Birdi & R Eddy – it was resolved to accept their apologies.

281. Declaration of Interest - None

282. Minutes of the meeting held on 18th February 2021

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

283. Lord Leycester Hospital – Master Dr H Mayer advised that planning permission had been granted for the capital works project this has triggered the grant request from Garfield Western. Fund raising has been challenging with COVID. £530K has been raised so far – a million needs to be raised. Grant requests have been submitted for £625K. Pathway of support has been launched- the Mayor has brought the first stone. 50 stones have been bought so far. Details are on the Lord Leycester's website. Round 2 request for the bulk of the funding is at the end of June 2021. The Lord Leycester is open to the public

on May 21st 2021.

284. Rivr Scanning presentation and proposal – Alex Harvey gave Councillors a background to his Company. They produce 360 videos, virtual reality using images of historic buildings. They produce crime scene scenarios for the Blue Light team – used for virtual reality training.

They would like to use the Court House and in exchange the Town Council will receive payment if the images are used. It was resolved to approve the Town Clerk to review a contract with Rivr to develop a project “Step inside”.

285. Clean Air Warwick – Cllr Birdi was absent item deferred.

286. Chamber of Trade

#Buy in2 Warwick – Mandy Littlejohn updated that the website is working well – 73 paid members from 27. Aim is to have 100 members this year. This will help the Chamber sustain PR Warwick in years to come.

PR Campaign - Ellen Manning – Sue Butcher recapped the presentation made a year ago which was favourable received at the time. Everything came to a halt due to the first Lockdown. Ellen is here to relaunch her proposals for a revised campaign. Sue also reviewed the work carried out, by Chamber and Ellen, on the 12th April when the Town was reopened following Lockdown. Chamber funded this project and are looking for support to continue with this campaign for the forthcoming year.

Ellen Manning carried out a presentation (Appendix 1) The schedule proposed (Appendix 2) The proposal is to market work – selling the Town as a destination. Use of National newspapers, magazines and blogs. Journalists and Influencers are used.

Cllr Edgington advised that monies “ringfenced” at Finance & Policy to support this campaign needed to be approved. It was resolved to support the Chamber with £12K from the Town Centre Management budget. This money to be paid in tranches for the PR campaign.

This will remain as an item on the agenda for this committee to measure progress.

Recovery Grant funding – Mandy Littlejohn advised that Government funding has been secured to carryout 3 projects in the Town – May 17th project PR campaign. Town Ambassadors time to be increased. Painting the bollards black in the town centre.

Congratulations given to Sue Butcher and Mandy Littlejohn for developing Chamber to support local retailers.

287. Visitor Information Centre

- (i) Manager Mrs L Healey to report (Appendix 3)
Cllr N Butler asked to look at the quotes for the new website sooner than the next E & T meeting – The Town Clerk suggested the next Finance and Policy meeting in May. Cllr N Butler also praised the Town Trail that had been produced by the Warwick Society.
- (ii) TIC revamp – Cllr R Edgington advised that the space had been opened up the next stage is to review displays.

- (iii) Coventry City of Culture 2021 – Mrs L Healey advised that they had been approached to sell tickets and advertise the event.
- (iv) Town Ambassadors – Mrs L Healey advised that recruitment was going ahead in May 2021 with a view to starting in mid-June 2021.

288. Grant applications: Myton Hospice - £2,559 – supported by Cllr PS Birdi.

Horticultural Show - £1,440 – supported by Cllr S Cross

Both applications were reviewed and supported by all present.

289. Wayfinding project and grant – Town Clerk advised that the £35k had been secured.

A working party was agreed with Cllr Mary Noone and Cllr Tracey. Monies have to be spent this financial year. The working party will report back to this committee.

290. Commonwealth games 2022 – Cllr N Butler to give a report (Appendix 4)

291. Co-opted Members to report

EXCLUSION OF PRESS AND PUBLIC

To consider, and if so agreed, to RESOLVE:

“That in view of the confidential nature of the business about to be transacted, it is advisable in the public interest that the press and public be excluded from Meeting and they are instructed to withdraw”.

Public requested to leave business to be discussed privately.

292. Christmas lights tenders for electrical contractors to be considered – Four Companies were approached only two came back with quotes one being our existing provider NS Booth who were the most cost-effective quote. It was resolved to agree a new 3-year contract with NS Booth.

Signed..... Date