



WARWICK TOWN COUNCIL

TOWN CLERK

Jayne Topham

Court House, Jury Street, Warwick CV34 4EW Tel: 01926 411694

Email: jaynetopham@warwicktowncouncil.org.uk

Website: <https://www.warwicktowncouncil.gov.uk/>

ECONOMIC & TOURISM COMMITTEE

18th APRIL 2024

PRESENT:

Councillor M Edwards

Councillor J Sinnott

Councillor D Skinner

Councillor J Sullivan

Councillor P Wightman (Chair)

The Mayor (ex-officio)

Councillor S Pargeter (sub)






TOWN CLERK Mrs J Topham





COOPTED MEMBERS:

Mrs J Baldry B & B, Mrs S Butcher Chamber of Trade, Mrs E Healey Manager VIC, Mr Aaron Corsi WCC & Mr Liam Bartlett Warwick Castle.

MINUTES

1	APOLOGIES: Councillor D Browne, Councillor Mrs K Dray & Councillor Mrs M Mangat sent their apologies – it was resolved to accept them. Representatives: Jo Randall WDC, Warwick Racecourse Tommy Wilson & St Mary’s – Tim Clarke sent their apologies
2.	DECLARATION OF PERSONAL OR PREJUDICIAL INTEREST: None
3.	<u>MATTERS ARISING FROM PREVIOUS MINUTES.</u> 1) The electronic parking signs advising you on the number of spaces available – it was felt the numbers didn’t change – Aaron advised that he had a meeting with Dave Matthewson WCC Signals, current signage is 10 years old and not technically fit for purpose, now that Stakeholders no longer use them. A wider strategic conversation is needed to find the best solution. The Town Clerk will organise a meeting.

	<p> E & T Minutes Feb 2024.docx</p>
4.	<p>TOWN PROMOTION Ellen EMPR PR & Comms Consultant will present an update of activities. To RECEIVE a presentation.  Warwick PR Update April 2024.pptx  Warwick PR Report 2021_22_23.xlsx Ellen gave a background to the project and reviewed the activity for the last 3 years. Plans for the forthcoming year were discussed too.</p> <p>Ollie Parkes is proposing videos for the town (working with EMPR) To RECEIVE a presentation. You can view the proposal here: https://www.cloudhighmedia.co.uk/wtc Ollie presented a background to his local business and highlighted potential future opportunities.</p>
4.	<p>CHAMBER OF TRADE/EMPR UPDATE - Report from Chair Sue Butcher To RECEIVE a verbal report. Sue Butcher advised that their AGM will be held at the Racecourse 15th May 2024</p>
5.	<p>VISITOR INFORMATION CENTRE – Report from Mrs E Healey To RECEIVE a written report.  Report to Economic and Tourism Committee 18th April 2024.docx</p> <p>The report reviewed, it was positive to see footfall increase over Easter, thanks to the Easter trail.</p>
6.	<p>WAYFINDING PROJECT – Report from the Town Clerk To RECEIVE a verbal report The Town Clerk advised that Whybrow were reviewing objections from Conservation and Highways following the submission of the Planning application. Revised plans will be submitted back to Planning.</p>
7.	<p>VISITOR INFORMATION CENTRE REVIEW–The Town Clerk To RECEIVE a verbal report. The Town Clerk shared the outputs, listed below:  Review of the VIC April 24.docx</p> <p>Following a discussion, it was agreed to look at the Tourists requirements as well as residents. The Castle was happy to share their stats.</p>
8.	<p>GRANTS: To DECIDE UPON A REQUEST for community grant funding:</p> <p>£2,500 - Friends of the Choir, St Mary’s Church – supported by The Mayor - Granted unanimously. £5,000 – Parenting project – supported by Cllr D Browne – Granted unanimously to take to Full Council. £1,218 – Horticultural Show – supported by Cllr D Skinner Granted unanimously.</p>

	<p>£10,000 – over two years Lord Leycester Hospital – supported by Cllr S Pargeter Granted unanimously to take to Full Council. The Master Dr H Myer attended to give a background to the project.</p> <p>Grant application Friends of the Choir, St Mary\u0027s.pdf  Grant application Parenting Project 2024.pdf  Grant application WHAS 2024.pdf  Lord Leycester Grant Application WTC 2024.pdf  Lord Leycester OL-18-07025 Activity Plan.pdf</p>
9.	<p>WARWICK TOWN VISION WORKSHOP - update and next steps – Aaron Corsi Lead Commissioner Places Projects and Partnership To RECEIVE a verbal report. Following on from the Placemaking Workshop and subsequent Public Engagement a second session will be held on the 7th May to look at the proposed action plan and emerging themes from the Public Engagement to create a combined vision statement and plan for the town. The first half of the session will build on the emerging themes around - Community - Sustainable - Vibrant - Historic and Connected, looking at a vision for the town. The second half of the session will then look at priority actions for the town and delivery mechanisms to undertake the actions. Outputs from the public consultation were shared.</p>
10.	<p>CHRISTMAS LIGHTS To RECEIVE a written report from George Palmer. Xmas Lights Update - ET April.docx</p> <p>It was resolved to approve all requests from the report. Funding is from sponsorship and were not included in the expenditure listed in the budget. Thanks were given to George Palmer for all his hard work with this project.</p>
10.	<p>CO-OPTED MEMBERS To RECEIVE verbal reports. Aaron Corsi WCC - Tourism Figures UK is still relying on the visiting friends and relative market to boost tourism figures and visiting friends and relatives is higher than in 2019. England Room rate is up month on month and year on year by 1% UK Inbound (International Tourism) North America is up, with Europe 10% down on 2019 and rest of world still down 17% on 2019. Total visitor figures are down 7% on 2019, Spend up 9% but in real terms that is 10% down on 2019. New visitor Accreditation scheme from Visit England Britain / AA been launched in February. Get accredited – apply now for Visitor Ready Visitor Ready Project Warwickshire Business Support for Hospitality still present and available to businesses till March 2025. Janet Baldry B & B – Easter was slow as the weather was poor. There are gaps in the summer holidays – Foreign visitor figures are low. Liam Bartlett – Warwick Castle Easter is a lot quieter than years gone by. Flooding restricted some areas of the Castle. International visitors down by 10%. There is a lot of late decision making, to book, which makes planning difficult. Ernie the retiring owl caused good press coverage, there was over a billion views of the story. The new hotel is planned to be opened July 22nd 2024. Events are selling well. Maintenance is nearing completion.</p>

	St Marys – the tower opens on the 4 th May 2024.
--	--

Signed..... **Dated**.....