



WARWICK TOWN COUNCIL

Court House
Jury Street
WARWICK
CV34 4EW
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Jayne Topham
Town Clerk

ECONOMIC & TOURISM COMMITTEE

THURSDAY 17th AUGUST 2017

MINUTES

PRESENT:

Councillor M Ashford	Councillor Mrs L Bolton
Councillor Mrs D Da Cruz	Councillor R Eddy (Chairman)
Councillor R Edgington	Councillor Mrs MA Grainger
Councillor G Guest	Councillor J Holland
Councillor Mrs M Littlejohn	

Co-opted Members:

Mrs S Butcher, Mrs E Healey, Mrs C Hodgetts

109. Apologies – The Mayor & Councillor Mrs S Cross. It was resolved to accept the apologies made.

110. Declarations of Personal and Prejudicial Interests.

Cllrs M Ashford, Mrs MA Grainger, R Edgington item 4

111. Minutes of the meeting held on 22nd June 2017 – It was resolved to approve the minutes as a true record.

112. Parking Charges – Gary Charlton WDC updating

Gary explained the back ground to the proposals. A report was provided to Councillors prior to the meeting. For Warwick, there was a slight increase in overnight charges and permit holder charges were brought in line using a new formula, an all-day rate, this has resulted in some charges decreasing and other increasing. Concerns were raised around the closure of Linen Street and the reduction of places in the town. A discussion was held regarding the need for on street and off-street charges being reviewed holistically.

The Councillors resolved to return the following comment:

Warwick Town Council supports the move to bring parking charges in Kenilworth in line with Warwick. Councillors would like to see a joined-up strategy, WCC & WDC working together, with on and off-street parking reviews.

113. State of Warwick Town Centre – email from resident review progress

Several of the points raised were discussed at Community & Culture 14th June 2017.

The Town Clerk reviewed each area confirming action with the Councillors. It was resolved that the Councillors covering this ward would carry out a walk around the Town Centre to ensure that further action or advise was needed. The Town Clerk will arrange this for mid September. Town Clerk to determine schedule for the Town's gullies to be cleared.

114. 75th Anniversary Parade – TC to review event. Kineton MOD were very pleased with their Event. There were mixed reviews from a small number of retailers. Positive feedback was given regarding the letters for residents and retailers, within effected areas. The security for the day was very tight due to recent terror attacks in the Country. The main point for consideration for future parades seemed to be that the Town Council needed to be involved in the process for setting dates.

115. Town Centre Management –

Article 4 (Set up by Historic England provides a gateway to giving a degree of control regarding the types of retailers, change of use.)– update Councillors on meeting held with WDC – A background was given to the meetings held with WDC officers. The key mission was to find a way to retain the independent feel to Warwick retail. The internet was having a major effect on the high street and a request to preserve diversity was requested. A neighbourhood Plan was reviewed but felt to be not cost effective as the benefits for the town had gone. A further meeting will be held to review other areas including article 4, conservation safeguards and support that is requested to support the Town via WDC.

Discuss any issues raised via Chamber of Trade - none raised

116. Crime update – Jamie Parker Warwick SNT attended the meeting to update Councillors following a recent spate of crime in Warwick. The events were reviewed and outcomes reported. A discussion was held around the visibility of police in Warwick and where to and how to contact the police in future. A separate meeting will be held with the Chamber to discuss future of police radio and contact with the retailers. There is a mobile community office in the Market Square – Police services can be accessed there. Praise was passed to Jamie for the work he had carried out in the short time he had been in Warwick.

117. Visitor Information Centre & Court House Usage

(i) Manager Mrs L Healey to report Footfall

We had an extremely busy June with footfall showing a 25% increase on June 16. July however showed a decrease in footfall of 19%. Tel, letter and email enquiries are down. Year to date figures though are very positive showing an increase of 16%.

Staffing

We now have a full team. As this is the case and with the improved footfall I would suggest that we stay open on Sundays until mid-December.

Volunteers/Work Experience

We have had a student this summer from a local school who really enjoyed her week with us, she is going to study languages at University and one of her tasks was to work on a translation of our visitor guide in to French and she also made a start on a Spanish guide. We also welcomed Andrea from France who was also able to work on the French visitor guide. Andrea also did some valuable work on the Twinning website, translating it in to French and Spanish. I would recommend that we continue to work with students from local schools, colleges and exchange students. We have also continued to work with a team of volunteers from Unlocking Warwick who are an asset to the VIC, they are not as involved with the behind the scenes work but are able to offer their time and knowledge to our visitors and more importantly have time to converse.

Statistics

Figures Analysis For 2016 - 2017						
Month	Counter		Tel, letter, email		Footfall	
	2017	2016	2017	2016	2017	2016
January	953	1206	218	216	1247	1439
February	1390	1687	278	259	2381	1898
March	2024	1936	298	295	2711	1966
April	3778	2325	183	265	4587	2828
May	3825	2709	318	292	5417	3362
June	3724	2944	229	308	4852	3633
July	5183	6667	276	281	6773	8361
August		4197		313		5594
September		3705		370		5487
October		3113		344		4697
November		1838		239		3149
December		1622		159		1950
	20877	19474	1800	1916	27968	23487

Website

June visits to the website were 32% up on last year. July visits 33% up. 90% of users to our website are from the UK, mainly England. The places of interest and the events pages are the most viewed. The events diary put together by Rick Thompson from Unlocking Warwick has gained quite a following, it is very comprehensive and lists events in Warwick up to the end of the year. Also thank you to Dianne from Unlocking Warwick as she has now started producing a monthly easy to print leaflet which is useful for our visitors.

Year	Month	Visits	Year	Month	Visits
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2016	June	5545	2017	June	8126
2016	July	6979	2017	July	10322
2016	August	7949	2017	August	
2016	September	8009	2017	September	
2016	October	7486	2017	October	
2016	November	7543	2017	November	
2016	December	3786	2017	December	
2017	January	5330	2018	January	
2017	Feb	5724	2018	Feb	
2017	March	6613	2018	March	
2017	April	8840	2018	April	
2017	May	8332	2018	May	

Visitor Guide

The quantity ordered has again allowed us to allocate guides to Warwick Castle to encourage visitors to pick one up and see all the other attractions in the town. Guides have been issued upon request to other establishments and distributed where and when possible, including Warwick Train Station. We are hoping to sign up to Pear Communications who are a distribution company who have stands in supermarkets, hotels and other establishments. At present, however more guides are needed.

Diary Dates

Fri 29th Sep - 'MacMillan Coffee Morning' in the VIC, donated cakes welcome. This will be 10am-12 midday.

Charity Christmas Cards - arriving October.

Warwickshire Open Studios- we hosted the artists for the duration of the event (2 weeks) we had quite a few visitors coming in specifically to see the art and I would recommend we do the same again next year.

Thai Festival, Kineton -VIC stand.

Sales

Castle ticket sales are up on last year by 21% relating to the period April to end of July.

- (ii) Curtains – TC to update – WDC conservation team have confirmed that planning permission is required. TC has contacted Historic England for advice before the application is made.

118. Report from Co-Opted Members

Thanks, given by Open Gardens for the grant given by WTC.

Signed..... Date.....