



WARWICK TOWN COUNCIL

Court House
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WARWICK
CV34 4EW
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Jayne Topham
Town Clerk

ECONOMIC & TOURISM COMMITTEE

WEDNESDAY 15 FEBRUARY 2017

MINUTES

PRESENT:

Councillor M Ashford	Councillor P S Birdi
Councillor Mrs L Bolton	Councillor S Cross
Councillor Mrs D Da Cruz	Councillor R Eddy Chairman
Councillor J Holland	Councillor Mrs M Grainger
The Mayor (ex-officio)	Councillor Mrs M Littlejohn (in attendance)

Co-opted Members:

Mrs J Baldry, Mr N Blofeld, Mrs S Butcher, Mrs E Healey, Mrs C Hodgetts

308. Apologies – Mr A. Klein.

309. Declarations of Personal and Prejudicial Interests.

Cllr J Holland as County Councillor for item 4.

310. Minutes of the meeting held on 6 October 2016 – It was resolved to approve the minutes as a true record.

311. Warwick Visitor Information Audit- Report - Town Clerk to report – a brief discussion

was held around the summary report received, it was resolved to communicate the proposed changes to be made on the agenda of the April meeting.

Representative from WDC events team to attend to update us of any progress. Luke Champion and David Butler WDC advised that all finger posts were being altered to ensure they were current and pointing in the correct direction. Orientation maps and boards are being prepared. Work is being carried out with the Chamber of Trade around branding linking to the Enjoy Warwick website. Social media is being addressed also.

A discussion was held around the need to co-ordinate all the signage projects, being instigated in the town, together with areas that needed to be addressed i.e. Lack of signage to the Lord Leicester Hospital from the outskirts of the town. It was felt that the Town Centre Management group could pull this together.

312. Visitor Information Centre & Court House Usage

(i) Manager Mrs L Healey to report:

Footfall for 2016 was reported to be 12% down against 2015. Website usage was reviewed the most viewed pages were events and places of interest. Cards for good causes achieved £5,700 this year, down on last year. Castle ticket sales were up against last year by 34. Postcard/book sales had increased whilst souvenir/gift sales were slightly down. A resume of staffing was given updating members on the timescales for the transfer of staff to WDC at Royal Leamington Spa Tourist information office. Volunteers are still a asset to the team. Easter opening on Sunday was proposed and agreed on the 9th April 2017. During the winter months' staff, have been busy dealing with Allotments, tree of light and the Mayor's vouchers. The Website and Tourism literature will be the main focus now as the forthcoming season approaches.

Heidi, Master Lord Leycester will be talking to staff in March discussing how the Lord Leycester's branding is changing with potential for tickets to be sold from the TIC in the near future.

Liz shared future events.

(ii) 'Fighting Turpins' Project – For the last three years' discussions have been held around accommodating the Turpin Belt and some memorabilia. This ended abruptly last week when the offer to house the belt was withdrawn by the owner due to a disagreement on the size of the display.

Sound System in the Ballroom- a second quote was obtained to resolve the sound system issues. The quote was not a direct comparison but it did offer ongoing security for health and safety and ease of use. It was not possible to obtain a third quote.

Following discussion, it was resolved to accept the quotation from Leamington Sight and Sound on the condition that our equipment, being replaced, was sold and the Limiter was repaired.

313.Grants- Review of Application Process.

Chairman to report – It was agreed at Finance and Policy to review the grant's system. The forms for events were reviewed and amended documents are to be placed on the website. Wording on the website also needs to be updated asap.

314.Grant request.

Warwick Horticultural & Allotment Association - £600

Cllr Mrs M Littlejohn gave the background to the grant and the new relaunched event to be held this year. All members felt that this was a splendid opportunity to support this cause and the grant was approved.

315.Report from Co-Opted Members

Update regarding the Town Centre Management Group – Cllr N Butler is organising the first meeting in the next two weeks.

Chamber of Trade – Sue reported that the communication issue had been addressed and

the new newsletter was being issued. A visit to the Old Courts was being organised for 14th March 2017. WDC Budget meeting attended. Communication will go to members to advise them that they can apply to have their business rates removed up to £12K. Christine Hodges – spoke about the Open Gardens 2nd July, helpers are needed to encourage residents to partake and administration support is needed. Car parking remains an issue this is being discussed at Full Council next week. Warwick Castle – Nick Blofeld gave an overview of the Castles focus this year. War of the Roses is the theme to be linked in with Warwick in Bloom. Visitor numbers are on the increase and the new lodges are proving to be popular. They are focusing on the quality history events, not wishing to be a theme park. Customer satisfaction is a key focus - this year is a year of consolidation. Cllr Da Cruz made a request for the non-slip material to be replaced on the wooden bridge from the Castle to Castle Lane

Signed.....

Dated.....