



WARWICK TOWN COUNCIL

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

Jayne Topham
Town Clerk

ECONOMIC & TOURISM COMMITTEE

MINUTES

THURSDAY 7th FEBRUARY 2019

Present:

Councillor M Ashford	Councillor PS Birdi
Councillor Mrs L Bolton	Councillor R Edgington
Councillor Stephen Cross	Councillor Mrs D Da Cruz
Councillor J Holland	

Co-opted Members:

Mr L Bartlett, Mrs S Butcher, Mrs E Healey, Mrs C Hodgetts, also attending CJ events Helen Williamson WDC Events, Jo Ally Plastic Free Warwick and Leamington.

279. Apologies: The Mayor, Cllr G Guest, Cllr N Murphy. A Klein & Mrs J Baldry – it was resolved to accept these apologies.

280. Declarations of Personal and Prejudicial Interests. Cllr J Holland – Item 9 Folk Festival grant

281. Minutes of the meeting held on 4th October 2019

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

282. Town Centre Management

Discuss any issues raised.

Victorian Evening – Helen WDC attended to review the event in 2018.

Concerns were raised about the procession; road closures not being manned and also safety due to the large crowd.

The start time and points raised on Social Media were reviewed.

Helen WDC reassured Councillors around the safety concerns.

The points raised will be considered at the next Victorian Evening planning meeting to be held in July.

Grit Bin – New Grit bins are in place.

- 283. #Buyin2Warwick** – Cllr Edgington summarised the projects successes and future campaign. There have been over 56,000 hits on social media since the campaign was launched. Local retailers have embraced the initiative. The brand is being taken to local restaurants, tourist destinations and cafes to spread the experience of visiting Warwick.
- 284. Plastic Free Warwick** – the Town Clerk updated Councillors on the progress of the project and introduced Jo Ally Project Manager Plastic Free Leamington & Warwick. The Groups mission is to eliminate single use plastic across the town. The aim is to achieve this status later this year and for Warwick to be one of the first 100 towns enabling positive publicity to be achieved. The next meeting will be at the Chamber of Trade's AGM on the 9th April 2019. Local businesses are responding. The Racecourse have made great changes. The Town Clerk is talking to the organisers of major events due to be held this year and a meeting is being arranged with Warwick Castle.
- 285. Town Ambassadors** – this project will commence sooner this year and due to increased funding 4 Ambassadors will be in place for a longer period of time.
- 286. Visitors Information Centre**
Manager Liz Healey to report – see appendix 1
Cllr S Cross suggested that picture of the rotunda – showing the history of Warwick could be placed on the TICs website.
- 287. Grants**
Warwick Lanterne Rouge cycle club - £3,000 - this application was deferred.
Warwick Folk Festival - £5,000 – following a discussion it was agreed to support the grant and for it to be taken to Full Council for approval.
- 288. Warwick Events 2019** – CJ event attended to advise Councils of their proposal for a Carnival this year – in May/June. The forthcoming Warwick Food Festival was reviewed and next year a Hot Air Balloon Festival will be held at St Nicolas Park. Councillors were supportive of the events.
- 289. Warwick Marketing** – Liam Bartlett Warwick Castle. The Castle were keen to promote a joined up approach to marketing across all events in Warwick. This was an open discussion to gain opinion on how this could be achieved. Cllr R Edgington will discuss the idea with Liam and report back at the next E & T in April.
- 290. Reports from Co-opted Members**
Sue Butcher – Chamber of Trade – Two business closing Wool Shop and Love Labels.

New business opened in Smith Street. Administration costs for small businesses climbing putting some under pressure.

Liam Bartlett – Warwick Castle – visitor numbers were down in 2018 attributed to a lack of international visitors – this is a trend across the UK. January had been a positive month. They are relaunching the Birds of Prey show at Easter and will be holding a concert in July. There will be a repeat of the Guy of Warwick production in August – 14 shows.

Signed.....

Dated.....