



WARWICK TOWN COUNCIL

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WARWICK
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Jayne Topham
Town Clerk

ECONOMIC & TOURISM COMMITTEE

MINUTES

6th FEBRUARY 2020

Present:

Councillor PS Birdi
Councillor Mrs L Butler (sub)
Councillor N Butler
Councillor S Cross
Councillor J Darcy
Councillor R Eddy
Councillor R Edgington (Chair)
Councillor Ms M Noone
Councillor J Tracey

Co-opted Members:

L Bartlett (Warwick Castle), Sue Butcher (Chamber of Trade), Marcus Ferguson (WDC Events), Mrs E Healey (Warwick Tourist Information Centre), Mrs C Hodgetts (Warwick Society), Tommy Wilson (Racecourse).

Also, attending Cllr Mrs MA Grainger and Cllr D Skinner.

297. Apologies: The Mayor & Councillor M Ashford. Janet Baldry and Andre Klein.
It was resolved to accept their apologies.

298. Declarations of Personal and Prejudicial Interests. None

299. Minutes of the meeting held on 14th November 2020
It was resolved to approve the minutes as a true record.

300. Town Centre Management

Cllr Edgington attended a meeting this week regarding another Lantern Rouge Cycle event. At this meeting key stakeholders in the town agreed to a quarterly meeting to discuss forthcoming events and reflect on a holistic view of "What is best for Warwick". The first

meeting will be organised in April 2020.

301. Clean up Britain – Green Business Recognition Scheme – Angela Owen

Angela gave an overview of the project together with the successes and challenges in rolling out the scheme in Leamington Spa. Focusing now on Warwick the projects aim is to encourage businesses to play a part in the fight against throwaway plastic and litter causing damage to the environment.

As part of the Clean-up Britain scheme, the Green Business recognition scheme is designed to recognise businesses with an award linked to their involvement.

Angela will work with the Warwick Chamber of Trade to start the project in Warwick.

302. Plastic Free Warwick – Jane Sault – gave Councillors an update of activities and achievements in Warwick in the last 6 months. Jane represents the Warwick area. Despite achieving the plastic free status, the Town still has a lot of work still to do. Jane will work with the Warwick Chamber of Trade to expand the successes so far.

303. #Buyin2Warwick – Sue Butcher Warwick Chamber of Trade advised Councillors that the Chamber were closing their current website and were focusing all their resource into developing the #Buyin2 Warwick brand and website. A meeting with the Chamber and the key tourist attractions in Warwick had been organised by John Martin – who has a vision for Warwick. This vision was shared with the Councillors. Sue introduced Ellen Manning who was representing John Martin, who was unable to attend. Ellen’s presentation was positively received. (appendix 1). The objective is to promote Warwick, as a destination in its own right, for families, couples, businesses and individuals across the United Kingdom and beyond. The project needs to attract sponsorship to launch. Sue will report progress at the next Economic and Tourism meeting in April 2020.

304. Visitors Information Centre

- (i) Manager Mrs E Healey reported – (appendix 2)
- (ii) Review usage/ review workshop – Cllr R Edgington outlined the outcome of the last meeting. Plans for change will be presented to Councillors at the April meeting.
- (iii) Business plan – we are awaiting the outcome of the decision 12th February 2020.

305. Lord Leicester Hospital – update from the Master Heidi Meyer.

The five-year restoration project is moving along on schedule. Contractors have been appointed and management plans are being put into place. The project is aimed at increasing visitor numbers from 5K to 35K which will have a positive impact on the other visitor attractions in the town. It will also preserve the building for generations to come. Heidi reported that fund raising was on track. Thanks, given to the Town Council for their support.

306. Reports from Co-opted Members

Warwick Castle – The Castle have seen strong visitor numbers so far this year. The Ice

rink was successful and will return in the winter season 2020 along with a winter light trail. There has been an increase in School groups visiting and international visitors. They are focusing on activities for local families. They are partnering with Zogg for a younger audience. The Jousting will be back in the summer for a shorter time period and the very popular falcon display is returning. Restoration works were reviewed. **Warwick Racecourse** – Tommy Williams represented the Racecourse and advised Councillors of very positive visitor numbers he also shared future events. VE day activities for Friday 8th May were being finalised.

307. Grant applications

Lord Leycester £5k - grant form attached

The grant was discussed, and ongoing support has been budgeted for the next three years. It was resolved to approve the application taking it to Full Council for final approval.

Signed..... Dated.....