



# WARWICK TOWN COUNCIL

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Jayne Topham  
Town Clerk

## ECONOMIC & TOURISM COMMITTEE

16<sup>th</sup> FEBRUARY 2022

### Present:

Councillor Mrs L Butler (sub)

Councillor S Cross

Councillor J Darcy

Councillor Mrs M A Grainger

Councillor O Jacques

Councillor Ms Mary Noone

Councillor T Morris (Chair)

Councillor J Tracey

### Co-opted Members:

Mrs J Baldry B & B, Mrs A Littlejohn Chamber of trade, Mrs E Healey VIC, Liam Bartlett Warwick Castle and Marcus Ferguson WDC Events.

## MINUTES

A moment of reflection was led by Cllr T Morris, in memory of ex Cllr and Court Leet member Anthony Butcher.

**303. Apologies:** The Mayor, Cllr N Butler & Cllr R Eddy – it was resolved to accept their apologies. T Wilson Racecourse and Mrs S Butcher Chamber also sent their apologies.

**304. Declarations of Personal and Prejudicial Interests – None.**

### **305. Minutes of the meeting held on 18<sup>th</sup> November 2021**

It was resolved to accept the minutes as a true record.

**306. Commonwealth Games 2022**– review proposed signage – Rachel Baconnet WCC answered questions regarding the proposed signage. A proposal was made for WTC to support 25% of costs. The proposal was agreed in principle subject to budget changes at the next Finance and policy meeting. Rachel will confirm any changes prior to this meeting as they are reviewing additional areas, the main entrances to the Town.

The Town Clerk raised the fact that the Commonwealth planning team were using the focus of Women in sport due to the cycle race.

Cllr L Bartlett WDC advised:

- Street Dressing orders being placed imminently for all 4 towns
- Confirm that start/finish of the Road Race is now on Myton Rd/Myton Fields and not in St Nicholas Park. The designated walking route from Warwick Station to Myton Fields for ticketed spectators is Coventry Rd, Broad St, Emscote Rd, St Nicholas Park, across Charter Bridge and into Myton Fields.
- Roll out of B2022 training for tourism attractions and local retailers - to make sure that staff are suitably up to speed on Games related information - contact Jo Randall in WDC if you want more detail
- "Public Drop in" sessions – first takes place Fri 18<sup>th</sup> Feb at Pump Rooms, then 12<sup>th</sup> March (Warwick), 7<sup>th</sup> April (Leamington), 1<sup>st</sup> May (Warwick)– aimed at raising awareness of the Games rather than specific issues from residents. There will then be other more formal sessions attended by B2022, Police, local authorities, Transport for West Mids – March and May/June – to give businesses and stakeholders chance to raise questions of all these agencies. Dates and venues to be confirmed shortly.
- Work ongoing by WCC and WDC to map the impact of the Road Race route – who is going to be impacted and how it can be mitigated. All queries directed to B2022 Contact Centre
- 27<sup>th</sup> April (5 – 6pm) - Follow up virtual joint briefing for all local Councillors – WTC, WDC, WCC – invite to follow

**307. Clean Air Warwick** – Cllr N Murphy was not available to report.

**308. Chamber of Trade**

**#Buy in2 Warwick** – update.

**PR Campaign** – Update on campaign.

**Recovery Grant funding** – update

Mrs A Littlejohn sent a review of PR activity – report attached (appendix 1)

Town break trail is about to be launched made possible from grant recovery funding.

Guy of Warwick trail is due to be completed by the end of March 2022.

A full report of the year will be provided at the April meeting.

TSB shop, which is empty, is being used to exhibit.

The event - Pub in the park is providing data regarding attendees which will be of interest to this committee.

**309. Visitor Information Centre** Mrs L Healey's report was received and seen to be positive.

The VIC is open again on Sundays.

**310. Wayfinding project and grant** – Town Clerk advised that the project was pending and there was nothing to report at this stage.

**311. Warwick Railway Station refurbishment** – Town Clerk advised that repainting had started. A new café was open, and the proposed changes were due to be completed by

the end of May.

Grants were being confirmed for the replacement of the railings.

There was no further progress with the lift.

Warwick Castle are providing murals for the subway.

**312. Carbon Neutral Town Council** – Cllr T Morris advised that the first meeting was cancelled and a revised meeting was being planned.

**313. Grants:** Transforming communities – emergency food hampers - £5K

This grant was approved to be taken to Full Council, subject to clarification about the availability of freezer space.

Leamington Music - £2,500 – approved.

#### **314. Co-opted Members to report**

Janet advised that the Bed and Breakfast had been busy up to mid Dec. when reductions were felt due to COVID increases. The beginning of the year was quiet, business usage had dropped off. Race meetings were bringing in business and slowly the foreign visitor is returning. She was unsure how the summer would be.

The racecourse advised that the half marathon would be restarting on the 6<sup>th</sup> March 2022.

Liam advised that the Castle was closed at the beginning of the year for maintenance.

2021 was a successful despite COVID thanks to VAT reductions. Christmas trading was positive December saw 45k visitors an increase from 15K. Domestic market still strong – international visitors very low.

Children’s entertainment has been positive. There will be an event in the summer to mark Elizabeth the 1<sup>st</sup> visit to Warwick - a pageantry event following the Queens jubilee celebrations. 3 concerts in July. Tears for Fears, Olly Murs and Michael Buble.

The jousting will return in the summer and the falcon show.

Marcus WDC events team provided copies of their new events manual which was well received. He stated that all events were set to return in 2022. National Market Federation are reporting on how Warwick Market has “bounced back” after COVID – Marcus will share this when it is received.

Queens Jubilee - Street closures – funds available for Town Councils for street dressing and beacons. Marcus will share details once known.