



WARWICK TOWN COUNCIL

TOWN CLERK

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ECONOMIC & TOURISM COMMITTEE

27th FEBRUARY 2025

PRESENT:

Councillor D Browne

Ms K Gorman (sub)

Councillor P Wightman (Chair)

Councillor J Sinnott

The Mayor (ex-officio)

TOWN CLERK Mrs J Topham

COOPTED MEMBERS:

J Baldry B & B, S Butcher Chamber of Trade, E Healey Manager VIC, T Williams Warwick Racecourse. Suzette Aagaard St Mary's Church, Liam Bartlett Warwick Castle, Jo Randall WDC Business Dev. Emma Andrews Warwick Museum, Bryony Goodwin Lord Leycester Hospital. Kelly Scott Town Centre Manager.

MINUTES

41.	<p>APOLOGIES: Councillor Mrs K Dray, Councillor M Edwards, Councillor O Jacques & Councillor Mrs M Mangat gave their apologies. It was resolved to accept them.</p> <p>Audrey Brown WCC also sent her apologies.</p>
42.	<p>DECLARATION OF PERSONAL OR PREJUDICIAL INTEREST:</p> <p>None.</p>
43.	<p><u>MATTERS ARISING FROM PREVIOUS MINUTES.</u></p> <p>1) The electronic parking signs advising you on the number of spaces available – Audrey organising a meeting with the Town Clerk. As Audrey was absent this will be carried forward.</p> <p>E \u0026 T Minutes November 2024.docx</p>

44.	<p><u>TOWN CENTRE</u> – Report from Kelly Scott Town Centre Manager</p> <p>Town Centre Manager E \u0026 T Report Feb 2025.odt Appendix 1.odt Appendix 2.odt</p> <p>Kelly gave an overview of her reports. Key concern Cape Road car park being closed to the public during the working weekday. Cllr Skinner noted that the businesses are being affected by this change. Cllr Sinnott advised that WDC were about to start a study over the next few weeks.</p> <p>Cllr Skinner thanked Kelly for her involvement in her first six months in the role.</p>
45.	<p><u>TOWN PROMOTION</u></p> <p>Report from Ellen EMPR PR & Comms Consultant. To RECEIVE a verbal report.</p> <p>Ellen summarised the regional promotion for the Town. She is working on a “Comms” plan with Kelly TCM, she plans to “piggyback” set National days, and the recent events Lets Dance, Trails and Treasure maps. There was a friendly family piece for the recent half term – Liz Healey spoke on Cov & Warwickshire Radio. Areas being worked on: Google Weekend destination Warwick needs more exposure. Travel blogger piece, June Pride month.</p>
46.	<p><u>CHAMBER OF TRADE/EMPR UPDATE</u> - Report from Chair Sue Butcher</p> <p>To RECEIVE a verbal report.</p> <p>Sue advised that the Chamber had changed their logo, they launched a cocktail trail. They had a successful Open Meeting at the racecourse, thanks given to Tommy for hosting. Membership was growing. The AGM will be at the end of April 2025.</p>
47.	<p><u>VISITOR INFORMATION CENTRE</u> – Report from Mrs E Healey</p> <p>To RECEIVE a written report.</p> <p>Report to Economic and Tourism Committee 27th Feb 2025.docx</p> <p>Liz highlighted the proposed post-Christmas opening hours. She was noticing more international visitors. Cllr Skinner asked if we could look at these stats more closely. WDC Jo Randall said that she could share National Assessment figures. Liam Warwick Castle was happy to share their visitor stats as a guide.</p>
48.	<p><u>WAYFINDING PROJECT</u> – Report from the Town Clerk</p> <p>To RECEIVE a verbal report</p> <p>The Town Clerk advised that Read Signs had started to remove the old wayfinding and some of the new fingerposts were in place.</p> <p>There are some delays with the removal of the solid, one piece, finger posts due to the weight. Alternative lifting equipment will be required. It is hoped that with highways support the project will be completed before the end of March 2025.</p>

49.	<p>VISITOR INFORMATION CENTRE Business plan 2026 –The Town Clerk advised that the report was nearing completion. A copy will be sent to Cllr Wightman and Skinner for comment before presenting to this committee in April</p>
50.	<p>WARWICK TOWN VISION WORKSHOP – APPROVE Town Action Plan – Kelly Scott Town Centre Manager Vision Report.docx</p> <p>The report was positively received as a positive piece of work. Thanks, passed to Aaron Corsi for his support. Kelly went through the next steps. A suggestion will be made by Liam WC to change the strapline. Also, it was requested by Cllr Sinnott to include link to the military museums.</p>
51.	<p>GRANT: To APPROVE a grant application:</p> <p>£1,436 Bring back Guys Cliffe – supported Cllr O Jacques Bring Back Guys Cliffe.pdf</p> <p>The applicant Mrs A Love gave a summary of the grant. Following a discussion, in particular the cost of the tree, the majority were in favour</p> <p>£2,949 Salsford Canal Trust -supported Cllr P Wightman Saltisford Chfmfgjnal Trust grant application.pdf</p> <p>Following a discussion, it was ratified that the grant should be approved subject to the Town Clerk clarifying why there was only one quote. There is a supplement to the application from the trust which was attached explaining why only one quote could be attained.</p>
52.	<p>CO-OPTED MEMBERS To RECEIVE verbal reports.</p> <p><u>Warwick racecourse</u> – Tommy advised that the start to the year was a struggle due to the weather. Several races were abandoned. Warwick half marathon was a great success with the highest number runners. There is a race planned every 2 week’s before the summer break. They are also introducing a concert, Ministry of Sound, after the racing on the 10th May meet.</p> <p><u>Bed and Breakfasts</u> – Janet advised that the run up to Christmas was good. Jan/Feb 2025 felt more difficult as the race meetings were called off and all the main attractions were shut. The end of February has been busier- bookings going forward are healthy. More Americans are visiting.</p> <p><u>St Johns/ Market Hall museum.</u> Emma advised that there had been a lot of school bookings. Weddings are picking up, the new venue was proving popular. Beer, Gin, Cider festival is back in May 2025. There is a Halloween event planned too. The MH Museum was closed over Christmas and New Year. Café is trading well. They are planning an event for VE day. The Gallery is opening in April 2025. https://heritage.warwickshire.gov.uk/events?location=3&period=full&filterList=Apply+filter</p>

This is a link to forthcoming events.

In September they are celebrating their 50-year anniversary. Rediscovering the Henry VIII portrait will become an exhibition along with the Sheldon tapestry.

Lord Leycester

The footfall figures have increased by 20%. They were closed to the public for maintenance through January & February 2025. The candlelit stories held during this period were sold out. They reopened on the 1st March 2025. The new brethren were installed. The Beer Festival was sold out, over 600 people attended, not all locals– they are waiting to hear how much was raised. Workshops will be held every month. A family friendly tour is being launched. They are going to hold a VE day project. Easter will bring a trail.

Warwick Castle

The Castle had a good Christmas. The Ice rink did well. There were black Friday deals for local people and there was a cheaper entrance price too. The carols service was well attended. Jan/Feb visitor numbers have been average with a really busy February half term, 3,000 per day. They were featured on the TV programme the Apprentice,

Several events are planned for Easter. Comedy at the Castle planned in May2025. Concerts in August have been announced Pet Shop Boys and Texas. There will be a classical night and another pop band. Accommodation is on par with previous years. They are putting leaflets into their accommodation “what to do in Warwick”. They continue to host the neighbourhood forum.

Restoration work is taking place around the Chapel.

St Marys Church

Suzette provided a copy of the Vision2030 document which The Reverend Canon Angus Aagaard CF has created. Collaboration has been created with the Castle. There are going to be history displays in the church. On the 14th April they are open everyday for an Art exhibition. There will be a Christmas craft fayre on the 15th November 2025.

Warwick District Council

Jo referred to the concerts being held at St Nics Park in the summer – they are hoping to drive footfall into the town.

Shakespeare’s England – they are offering free listings to all businesses – a link will be sent. PR company – press pack for journalists – Shakespeare’s England members free

They are working with the West Midlands combined authority to create a one event portal.

Project Warwickshire – using UKSPF funding – community and place project.

Federation of small business – SSP boot camp happening in March.

High Street retail Auction. Challenge vacant units. This is a complex project which is being assessed.

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