



Jayne Topham  
Town Clerk

## ECONOMIC & TOURISM COMMITTEE

THURSDAY 22<sup>ND</sup> JUNE 2017

### MINUTES

#### PRESENT:

Councillor M Ashford	Councillor Mrs C Cross
Mayor (ex-officio)	
Councillor Mrs D Da Cruz	Councillor R Eddy
Councillor R Edgington	Councillor Mrs MA Grainger
Councillor J Holland	

#### Co-opted Members:

Mrs E Healey, L Bartlett, Mrs C Hodgetts

#### 52. To elect a chairman for the Municipal Year 2017/2018

Nominations were requested and Cllr Mrs MA Grainger nominated Cllr R Eddy, this was seconded by the Cllr S Cross. All were in favour.

**53. Apologies** – Councillors Mrs L Bolton, G Guest & Mrs M Littlejohn. A Klein, Mrs J Baldry, Mrs S Butcher. It was resolved to accept the apologies made.

#### 54. Declarations of Personal and Prejudicial Interests.

Cllr J Holland - Item 9  
Cllr R Eddy – Open Gardens grant

#### 55. To elect a Deputy Chairman for the Municipal Year 2017/2018

Nominations were requested and Cllr Mrs MA Grainger nominated Cllr R Edgington this was seconded by Cllr Mrs C Cross. All in favour.

**56. Minutes of the meeting held on 20<sup>th</sup> April 2017** – It was resolved to approve the minutes as a true record.

#### 57. Town Centre Management – Discuss any issues raised

Peter Knell represented the Chamber of Trade. He wished to discuss questions, raised by members regarding the road closures for the Kineton Parade on the 22<sup>nd</sup> July –

reserved until that item. The Chamber were also concerned about the effects of the proposed “A” board survey as agreed at the last Community and Culture meeting. Following discussion, it was resolved that the Town Clerk would send correspondence provided with guidance to the Chamber for distribution to retailers to ensure any breaches are removed.

**58. 75<sup>th</sup> Anniversary Parade – TC to advise on details for event**

The Town Clerk gave the background to the event along with Maj J Randall from Kineton the event organiser. Due to the current high-level terrorism alert across the Country the roads being used by the parade are being closed early. CJ events were in attendance and they explained the road closures and ability to park at outlining car parks. TC advised that a letter will be sent to all businesses and residents on the effected route to clarify requirements and a copy of the traffic management plan will be sent to the Chamber of trade for information.

**59. Gypsy’s & Travellers**

Cllr MA Grainger gave the current position from the District Council. Current actions are being restricted by bylaws on private land. The number of Court sessions is being reviewed. Suitable sites are being agreed. Further updates will be presented at Full Council at the end of July.

**60. Folk Festival – Morris Dancers with Black Faces - discuss**

Cllr Mrs D DaCruz had requested that this item be added to the agenda. Cllr Mrs D DaCruz presented comprehensive details, to explain her point, to Councillors with a view to gaining their opinion the subject. An email had been sent to Councillors prior to the meeting and with those present and email representation it was clear that the majority of Councillors were not in agreement therefore the issue would not be taken any further.

**61. Visitor Information Centre & Court House Usage**

(i) Manager Mrs L Healey to report

Staff

Trudy has now joined us and will be focussing on our Social Media accounts and assisting with updating the Visit Warwick website. She is settling in well and already has an excellent knowledge of the town. We will need the volunteers in occasionally still, however, as Trudy has filled Sian’s post we will not need them in as often. George will also join us still for the odd shift, mainly at weekends.

Statistics -April and May – 38% up

<b>Figures Analysis For 2016 - 2017</b>						
<b>Month</b>	<b>Counter</b>		<b>Tel, letter, email</b>		<b>Footfall</b>	
	<b>2017</b>	<b>2016</b>	<b>2017</b>	<b>2016</b>	<b>2017</b>	<b>2016</b>
January	953	1206	218	216	1247	1439
February	1390	1687	278	259	2381	1898
March	2024	1936	298	295	2711	1966
April	3778	2325	183	265	4587	2828
May	3825	2709	318	292	5417	3362
June		2944		308		3633

July		6667		281		8361
August		4197		313		5594
September		3705		370		5487
October		3113		344		4697
November		1838		239		3149
December		1622		159		1950

Year	Website	
2016	June	5545
2016	July	6979
2016	August	7949
2016	September	8009
2016	October	7486
2016	November	7543
2016	December	3786
2017	January	5330
2017	Feb	5724
2017	March	6613
2017	April	8840
2017	May	8332

The website continues to do well, however, April was up on May this year, possibly due to the Easter break. The most viewed pages are Places of Interest and the Events section.

#### Sales

Warwick Castle tickets are selling well, we are up on last year, again we are in the Rick Steves guide book, we get a lot of visitors to the town telling us this was their source for discounted tickets. We advertise discounted tickets on Social Media, the website and on entry to the building. All other sales i.e. books, postcards, gifts and souvenirs also show an increase on the same period last year

YTD		Last Year YTD	
Volume	Net Revenue	Volume	Net Revenue
725	£ 6,259.24	463	£ 4,066.82

#### Social Media

We are looking to grow all VIC related Social Media, which at present is Facebook, Twitter and Instagram, we already have a lot of followers across the three sites with our website linking through. Twitter feed is a prominent feature on the website homepage. It is our intention to engage more with the local businesses and attractions, sharing information.

#### Pop Up Banners (on display)

These can be taken out on loan to any event where they may be of use, please do not hesitate to ask. LH will drop off and collect if it is difficult to get in to the office. They will be used when the VIC is out and about at events.

#### Visitor Guide

We now have the 2017 visitor guide in stock, 20,000 copies, of which 5,000 have been distributed to Warwick Castle, this is essential as they get through so many and feedback from the staff is that it is so useful to have when visitors to the Castle ask about the town. The guide has been solely funded by Warwick District Council.

LH to distribute to key places

Counter Pad

To run alongside the visitor guide we will also have a counter pad for those visitors who are here just for a couple of hours. We are in the final stages of this now and will hopefully be able to present it at the next meeting. It will be quite like the visitor guide, following the same format.

Court House Leaflets

We now have this leaflet back in stock, they are very useful for showcasing the Court House and for those who wish to read about the history. They will be very useful to hand out at the Unlocking Warwick tours of the building.

(ii) Sound System in the Ballroom- TC reviewed previous discussions around the three quotes received, Shire Hall had been consulted about the benefits of an acoustics survey and it was felt that the curtains will add sufficiently and this outweigh the cost of £900 for the survey. It was therefore resolved for Simpson Sound and Vision to carry out the works.

**62. Grant request.**

**Warwick Open Gardens £198** – Following discussion all agreed for the grant to be made in full.

**Warwick Classic Car Show £370** – Following discussion all agreed for the grant to be made in full.

**63. Report from Co-Opted Members**

L. Bartlett advised Councillors that the Terror alert training, held at the Castle, was a success and needed in the current climate.

Signed..... Date.....