



WARWICK TOWN COUNCIL

TOWN CLERK

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ECONOMIC & TOURISM COMMITTEE

18th JUNE 2025

PRESENT:

Councillor Mrs K Dray
Councillor M Edwards
Councillor O Jacques
Councillor J Sinnott
Councillor P Wightman
The Mayor (ex-officio)

TOWN CLERK Mrs J Topham






COOPTED MEMBERS:

John Martin Chamber of Trade, Mrs E Healey Manager VIC, Alan Faulkner St Mary's Church, Liam Bartlett Warwick Castle, Callum Lord Leycester Hospital. Mrs Kelly Scott Town Centre Manager.
Also sent their apologies.

MINUTES

1.	<u>TO ELECT A CHAIRMAN FOR THE MUNICIPAL YEAR 2025/6</u> – Town Clerk The Town Clerk asked for nominations for Chair, Councillor P Wightman was nominated and seconded, there were no other nominations and all were in favour.
2.	<u>APOLOGIES:</u> Councillor D Browne & Councillor Mrs M Mangat sent their apologies. It was resolved to accept them. Mrs J Baldry B & B, T Williams Warwick Racecourse, Mrs Audrey Brown WCC, Ms Jo Randall WDC Business Dev., Mrs Emma Andrews Warwick Museum.
3.	<u>DECLARATION OF PERSONAL OR PREJUDICIAL INTEREST:</u> Councillor O Jacques declared an interest with the Folk Festival grant.

4.	<p><u>TO ELECT A DEPUTY CHAIRMAN FOR THE MUNICIPAL YEAR 2025/6</u> – Chair</p> <p>The Chair asked for nominations for Deputy Chair, Councillor J Sinnott was nominated and seconded, there were no other nominations and all were in favour.</p>
5.	<p><u>MATTERS ARISING FROM PREVIOUS MINUTES.</u></p> <p>1) The electronic parking signs advising you on the number of spaces available – Audrey has asked Kelly, TCM to put an item in her newsletter to business to ask their opinion on the removal of these signs.</p>
6.	<p><u>TERMS OF REFERENCE</u> – To REVIEW and AMEND if necessary.</p> <p>Current terms attached for reference.</p> <p>E T Terms of Reference November 2025.docx</p> <p>It was resolved to renew the Terms of Reference unchanged.</p>
7.	<p><u>WARWICK SCHOOL</u> – Update from Claire Yates Foundation Director of Hospitality & Leisure</p> <p>Strengthening Ties: Warwick Schools Foundation and Warwick Community'</p> <p>Claire explained that the Foundation were keen to share everything that was happening in the town and are able to offer car parking during school holidays. They could advertise events through newsletters to parents. The Town Clerk will send a copy of our new summer events guide to be circulated and introduce her to our Town Centre Manager.</p>
8.	<p><u>TOWN CENTRE</u> – To RECEIVE Report from Kelly Scott Town Centre Manager</p> <p>Budget appendix ods</p> <p>Appendix A June.docx</p> <p>ET Report June 2025 final.odt</p> <p>Kelly gave an overview of her report. The recommendations were approved.</p>
9.	<p><u>TOWN PROMOTION</u></p> <p>Report from Ellen EMPR PR & Comms Consultant.</p> <p>To RECEIVE a written report.</p> <p>Ellen Tourism Update June 2025.docx</p> <p>Warwick PR Report June 2025.xlsx</p> <p>Ellen's report was noted.</p>
10.	<p><u>CHAMBER OF TRADE</u> - Report from Chair</p> <p>To RECEIVE a verbal report.</p> <p>John Martin attended on behalf of Chamber. Following the recent AGM - a strategy is being formulated, and the new Chair Kate Proudfoot is visiting each business.</p>
11.	<p><u>VISITOR INFORMATION CENTRE</u> – Report from Mrs E Healey</p> <p>To RECEIVE a written report.</p> <p>Liz Healey Report to Economic and Tourism Committee 18th June 2025.docx</p> <p>Liz gave an overview of her report – which was noted.</p>

12.	<p>WAYFINDING PROJECT – Report from the Town Clerk</p> <p>To RECEIVE a verbal report</p> <p>The Town Clerk advised that a quote had been received from Reade Signs for the removal of the heavier finger posts (16).</p> <p>This involved road closures, permits and use of a Hi-Ab & Lift Genie. WCC highway costs have been negotiated and with a 10% discount of the machinery and labour costs the bill will be £20,425.50. CIL monies set aside will cover this final cost. It was resolved to accept the cost to complete the project.</p>
13.	<p>VISITOR INFORMATION CENTRE Business plan 2026 –The Town Clerk to update.</p> <p>WVIC-WTC Business Plan 2026-2029.docx</p> <p>A meeting has been organised with Cllr D Skinner, Cllr P Wightman, Town Clerk and Liz Healey to review and amend the plan, with a view to bring the final version to the next meeting.</p>
14.	<p>WARWICK TOWN VISION WORKSHOP – Verbal report from Kelly Scott Town Centre Manager</p> <p>The document was launched on social media and is available on the Town Council website to view. A second communication will be made in June 2025.</p>
15.	<p>EVENT GRANT – Grant funding received from WDC to support the revitalisation of Town Centres. Town Clerk to advise.</p> <p>Events and Activations Funding - Guidance document.docx</p> <p>The monies were aimed to improve the Town Centre. This has come through in the form of monies to support events. Kelly Scott, Town Clerk and George Palmer are meeting to make a plan on how the money can be spent in a targeted way. Bearing in mind the low footfall months.</p>
16.	<p>GRANT:</p> <p>To APPROVE the following grant applications:</p> <p>1 – Warwick District Council Events Team. Smith Street Party & Victorian Evening - £5,000 requested. Jackie D’Arcy supporting – It was resolved to approved to send to Full Council.</p> <p>2 – Warwick Folk Festival. Annual Festival - £5,000 requested. Oliver Jacques supporting – It was resolved to approved to send to Full Council.</p> <p>3 – Warwick Methodist Church. Community Centre Refit - £3,000 requested. Dave Skinner supporting It was resolved to approve the grant for £3,000.</p> <p>4 – ARC. Parkmore’s Green Spaces - £2,801.40 requested. Jim Sinnott supporting. It was resolved to approve the grant for £2,801.40.</p> <p>5 -The Parenting Project, Family Wellbeing Pathway. £5,000 requested – supported by Daniel Browne. – It was resolved to approved to send to Full Council.</p> <div style="display: flex; justify-content: space-around; margin-top: 20px;"> <div style="text-align: center;">  Warwick District Council Events.pdf </div> <div style="text-align: center;">  Warwick Folk Festival.pdf </div> <div style="text-align: center;">  Warwick Methodist Church.pdf </div> <div style="text-align: center;">  ARC.pdf </div> <div style="text-align: center;">  The Parenting Project.pdf </div> </div>

17.	<p><u>CO-OPTED MEMBERS</u></p> <p>To RECEIVE verbal reports.</p> <p><u>Lord Leycester</u> – Lego event 24th July – 28th August 2025. King James I banquet 27th Sept tickets now available. Silk Flower printing workshop 7th July 2025. Introducing watercolour workshop 15th August 2025.</p> <p><u>Warwick Castle</u> – Trading has been steady. 20,000 visitors per year on average. Customer feedback good. Good rating from Visit England. Reviewed events and concerts over the summer period. Community Garden party 6th August as a thank you to the town. All primary schools being invited. Litter pick was held by staff around the town.</p> <p><u>St Mary’s Church</u> - Dog show being held in College Gardens 5th July 2025. Concerts have been successful. Visitor survey being compiled. Visitor numbers good.</p>
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