



WARWICK TOWN COUNCIL

TOWN CLERK

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ECONOMIC & TOURISM COMMITTEE

NOTICE IS HEREBY GIVEN a meeting of the **ECONOMIC & TOURISM COMMITTEE** of **WARWICK TOWN COUNCIL** will be held in the Council Chamber, Court House, Jury Street, Warwick on **THURSDAY 21st NOVEMBER 2024 commencing at 6.30pm**

PRESENT:

Councillor D Browne

Councillor M Edwards

Councillor Mrs M Mangat

Councillor P Wightman

Councillor Mrs K Dray

Councillor O Jacques

Councillor J Sinnott

TOWN CLERK Mrs J Topham

COOPTED MEMBERS:

J Baldry B & B, S Butcher Chamber of Trade, E Healey Manager VIC, Alan Faulkner St Mary's Church, Audrey Brown WCC, Liam Bartlett Warwick Castle, Jo Randall WDC Business Dev. Emma Andrews Warwick Museum, Bryony Goodwin Lord Leycester Hospital.

MINUTES

1.	APOLOGIES: The Mayor sent his apologies which were duly accepted. T Williams Warwick Racecourse was absent.
2.	DECLARATION OF PERSONAL OR PREJUDICIAL INTEREST: None
3.	TOWN CENTRE – Kelly Scott Town Centre Manager reported that she had been working on a health check for the town – looking at statistical data, hotspots, footfall, future events, & communications. A Data programme is being looked at and quotes being received. There are currently only two footfall counters in the town. Wednesday appears to be our quieter day (it would be good to understand why) and Saturday's our busiest. A Town Centre tidy up was held recently, which was a trial run, and was very successful – we are looking to repeat next spring. Kelly is working with WCC and WDC looking at some new trails for the town. Landlord information is being gathered for the empty retail units; she is working with the estate agents. A meeting was held with Smith Street shop owners to understand their wants and needs. Feedback from the Smith Street party shows the need to run

	<p>further events. Cllr Wightman asked where we stand nationally as we have lost some of our traditional shops – Kelly advised that she could circulate WDC local plan which showed a health check from 2022 showing the diversity of shops. We are trying to attract another supermarket to the town. We are creating a “brag pack” to encourage this. Chair of Chamber mentioned the new legislation on vacant premises. Jo Randall WDC outlined the rules around this which are being rolled out as we speak. She will work with Kelly to ensure that appropriate challenges are made to the Landlords of empty shops were appropriate. The timescales are very tight. A vacancy register will become available. This is a tool kit which we can use with Landlords to focus their minds.</p> <p>Cllr Sinnott raised an event being held on the 8th Dec at Warwick School Japandi are holding a winter market. It was agreed that we would ask the school to encourage people to come into town.</p>
4.	<p><u>MATTERS ARISING FROM PREVIOUS MINUTES.</u></p> <p>1) The electronic parking signs advising you on the number of spaces available – holding until Head of transport planning appointed. Audrey will make contact and organise a meeting with the Town Clerk.</p> <p>E \u0026 T Minutes Sept 2024.docx</p>
5.	<p><u>TOWN PROMOTION</u></p> <p>Ellen EMPR PR & Comms Consultant will present an update of activities. A written report was circulated before the meeting. Immediate focus is Victorian evening with influencers being used. The Town Clerk summarised recent promotions and advised that a meeting held with herself, Ellen and Chamber to organise a strategy for the year ahead.</p>
6.	<p><u>CHAMBER OF TRADE/EMPR UPDATE</u> - Chair Sue Butcher reported that she had been working with Kelly since her appointment to see how we can jointly help the town. The Chamber are working on a flyer to promote the benefits of being a member. They have been working with the Victorian evening committee. We are promoting small business Saturday. The next meeting will be held at the racecourse on 20th January 2025. We are also looking at an awards scheme for businesses.</p>
7.	<p><u>VISITOR INFORMATION CENTRE</u> – Mrs E Healey circulated a report prior to the meeting there we no queries.</p> <p>Report to Economic and Tourism Committee 21st November 2024.docx Visit Warwick Website Statistics Report to E and T Nov 24.docx</p>
8.	<p><u>WAYFINDING PROJECT</u> – The Town Clerk advised that street furniture was being moved ready for the signs to be installed. The Castle were funding a sign inside the Castle walls to lead guests out to the signage and into the Town. No date has been given yet for the installation.</p>
9.	<p><u>VISITOR INFORMATION CENTRE REVIEW</u>–The Town Clerk advised that that a meeting had been organised on the 3rd December 2024 to start to review the business plan required in 2026.</p>
10.	<p><u>WARWICK TOWN VISION WORKSHOP</u> - Kelly Scott advised that due to Aaron leaving WCC the document summary had been delayed. A stakeholder meeting will be rearranged early in the new year. The document summary will be circulated to this committee.</p>

11.	<p>GRANT: To APPROVE a grant applications: <u>Racing Club Warwick</u> - £5K supported by Cllr J Sinnott <u>Grant-Application RCWFC Change Rooms.docx</u> <u>GTS RCW Change Rooms .docx</u> <u>Anthony Bermingham RCWFC quote.docx</u> <u>final quote for gary vella racing club warick.docx</u> The grant was unanimously approved to go to Full Council 12th December 2024.</p> <p><u>1368 Sqn Air Cadets (Warwick & Leamington)</u> - £2,873.43 – Cllr D Skinner <u>Updated Grant-Application-2-1368AirCadets-V2024-11-12-1113.docx</u> <u>Copy of Grant Application Quote Comparisons V2024-11-12-1439.xlsx</u> The grant was approved by all.</p> <p><u>Chase Meadow Community Centre</u>- £2,652.35 – supported by Cllr D Browne <u>Community-Grant-Application WTC CMCC Nov 24.docx</u> <u>Chase Meadow Community Centre - SE v4 - Longi Panels.pdf</u> <u>Revised solar quote 08 Oct 2024.pdf</u> <u>Chase Meadow 20KW Design.pdf</u> The grant was approved by all.</p>
12.	<p>CHRISTMAS LIGHTS – update for Christmas lights 2024. The summary of costs were noted. <u>Copy of Xmas Light Accounts Nov 24.xlsx</u></p>
13.	<p>CO-OPTED MEMBERS To RECEIVE verbal reports.</p> <p>St Mary’s Church – Remembrance Sunday – Rector sent thanks for organisation. Christmas Tree Festival starts on 28th November 2024 70 trees. Advent is always busy - Snowman screening which is popular. BBC filming midnight mass this year. Vision 2030 5-year plan started to make St Mary’s become more of a hub in the community. <u>Vision 2030 FINAL 21-11-2024.pdf</u></p> <p>Lord Leicester – October half term was busy. Workshops and events being planned for 2025. Local schools being invited to visit. Little book of offers has worked well. Open on Victorian evening with reindeer.</p> <p>Warwick Castle Local visitor vouchers being used. End of summer quiet, Oct half term resulted in over 40K visitors. TV coverage on This Morning breakfast show. Light trail, Christmas experience and ice rink press night tomorrow. Carols at Castle 80% sold. Free primary school places has been working well. Hotel trade is steady. The Castle is being filmed – another documentary, historic restorations, getting ready for Christmas, which may be shown on C4. They are working with St Mary’s Church and Weird walks of Warwick. Concerts for next year not decided as yet.</p> <p>WDC Business support – Recent budget has been tough on local businesses. Rate discounts reducing. There is a consultation running regarding Employment Legislation. Day 1 rights coming in. Growth hub is offering support on funding. Chamber of trade is linking with the growth hub and business awards via Chamber of commerce & Fed of Small business bootcamp in March 2025. Jo is working with Shakespeare’s transfer to the Vision partnership. They are putting together an Events log for all to use, and they are also putting together a Destination management plan.</p>

WCC

Market Hall Museum

January - Tales from the Riverbank exhibition closes/re-display of ground floor exhibition area

March - talk on the recently discovered Henry VIII painting

April - Fossils/Mary Anning display

April - launch of Arts Council funded 'Unlocking Collections' project and exhibition. Focus on the founding collection of the Museum and telling the stories of the people behind the collection.

May - exhibition to commemorate 80th anniversary of VE day

Autumn - display to celebrate 50 yrs of British Blind Sport

Family Activities: half term and summer holiday programmes

Community Activities: year-round programme of talks & tours, Knit & Natter, Make & Create, Arty Tots Cafe, Court & Dungeon Tours

St Johns House

Beer, Gin and Cider Fair - Saturday 17th May

St Johns summer playhouse (family activity) - 4 - 6th August

During 2025 the Museum service will be starting work on the town centre trail/open air Museum project linked to the Warwick Castle Exhibition due for launch at Market Hall Museum in March 2026.

Audrey advised that the following initiative was handed over by Aaron Corsi - U- Smart thing – is a travel App which is being introduced.

Foody Awards, Food and Drink event - will be in Warwick in March 2025.

A Rural Strategy is being introduced.

Railway 200 – Community railway campaign starts on 1st Jan 2025 – Horns will be blown across the Country.

B & Bs

Trade is steady, mainly tourists – weekends. The business guest have returned during the week in November. Guests are staying to visit the NEC. Racing days boost weekday stays.

Booking for the Stratford fayre. Clarified that the Castle was closed for 10 days in January 2025. Warwickshire exhibition centre reviewed links – Janet will feedback.

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