



WARWICK TOWN COUNCIL

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Jayne Topham
Town Clerk

ECONOMIC & TOURISM COMMITTEE

WEDNESDAY 29th SEPTEMBER 2021

Present:

Councillor N Butler	Councillor Mrs L Butler (sub)
Councillor J Darcy	Councillor R Eddy
Councillor O Jacques	Councillor T Morris (Chair)
Councillor Ms Mary Noone	

Co-opted Members:

Mrs S Butcher & Ms A Littlejohn Chamber of Trade, Mrs E Healey VIC, Liam Bartlett Warwick Castle and Marcus Ferguson WDC Events.

MINUTES

147. Apologies: The Mayor, Cllrs S Cross, Mrs MA Grainger and J Tracey, Co-opted members: Mrs J Baldry & C Hodgetts send their apologies, it was resolved to accept their apologies.

148. Declarations of Personal and Prejudicial Interests. None

149. Minutes of the meeting held on 23rd June 2021

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

150. Clean Air Warwick – a nomination was not found it was decided to raise this at Full Council.

151. Chamber of Trade

#Buy in2 Warwick – Members have reached 100 and the listings on the website have increased. Roads will be open on Friday around St Mary's Church.

The Chamber are organising Victorian Evening with WDC events. The market will open at midday. There will be a reception at the Lord Leycester prior to the procession for the light switch on.

PR Campaign – Ellen presented an update of activity since her last attendance (appendix 1) The activities have been extremely positive. Feedback from retailers has shown a marked increase in staycations and footfall. Plans for the next few months were reviewed. A comment was made about City status and the effect this would have on promoting Warwick. Thanks were passed to Ellen for all that she has been doing. Thanks were passed to the Companies who supported the journalist on her recent visit.

Recovery Grant funding – monies are still available, and projects are being reviewed for 2022. A Guy of Warwick trail is being launched at Christmas. A working party is developing a programme of community events for the Queen’s jubilee next year. Details will be given at future Community and Culture committee meetings.

152. Visitor Information Centre Mrs L Healey’s report was reviewed. (appendix 2)

It was pleasing to note how busy the VIC has been over the summer.

It was agreed to look at how the VIC is marketed in the Town to local residents – this is a point that Liz will review and report back at the next committee meeting.

153. Wayfinding project and grant – The Town Clerk advised that a meeting was being held on the 4th October to progress the consultation. A request to WDC to release the funding had been made. Progress will continue to be reported to this committee.

154. Warwick Railway Station refurbishment – A report was provided by the Town Clerk (appendix 3). Timescales for works are being sort.

155. Grant application – WDC Victorian Evening - £2,784.

It was resolved to approve the grant in full.

156. Commonwealth Games 2022– Cllr N Butler gave an overview of the event. Bowls in Leamington and the Cycle race for men and women in Warwick – details of the route have not been finalised as yet. There will be a large screen in the Market square throughout the games – streaming the whole event.

Concerns were raised about the lift not being installed at Warwick Station in time for the games. It was agreed to discuss this matter with Cllr J Holland at the Full Council meeting tomorrow night.

157. Co-opted Members to report

Warwick Castle: Good volumes have returned to visit the Castle, they have seen a record August. Tickets are still prebooked in the main. There is an October Fest event being held on the first two weekends in October.

Halloween is being marked in the usual way and there will be Carols at the Castle on the 18th December. The Ice rink will be erected in mid-November through to January and there will be a winter trail of lights too.

Observations were made that coach tours had not returned yet and guests spend figures showed a marked increase.

2022 looks very busy with weddings events and concerts returning.

WDC Events: The Wednesday market has ceased, due to reduced number of traders, it will

restart next year, dates to be decided. There will be a Christmas Wednesday Market on the 22nd of December.

Thanks, given to the Town Council for the grant for Victorian Evening. The stage will be managed by WDC events this year using local acts.

The Mop will run on the 15/16th & 22/23rd October – road closures come into place from 5pm on the Thursday 14th November. Residents are given free parking at local car parks who are affected by this.

Janet Baldry was absent from the meeting. The committee wished to congratulate her on reaching 20 years in her business. The Town Clerk will write.

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