



WARWICK TOWN COUNCIL

Court House
Jury Street
WARWICK
CV34 4EW
Tel: 01926 411694

Jayne Topham
Town Clerk

ECONOMIC & TOURISM COMMITTEE 29th SEPTEMBER 2022

Present:

Councillor N Butler	Councillor S Cross
Councillor J Darcy	Councillor R Eddy
Councillor R Edgington (Chair)	Councillor Mrs M A Grainger
Councillor O Jacques	Councillor Ms Mary Noone
Councillor J Tracey	The Mayor (ex-officio)

Co-opted Members:

Mrs J Baldry, Mrs S Butcher, Mrs E Healey, Tim Clark St Marys Church and Jo Randall WDC Events.

MINUTES

150. Apologies The Mayor (ex-officio) Mr T Williams Warwick Racecourse, Mr L Bartlett Warwick Castle. Aaron Corsi WCC.

151. Declarations of Personal and Prejudicial Interests. None

152. Chamber of Trade -Sue Butcher advised that the planning for Victorian Evening was going well. 24th November starting at 12 noon with the markets. Light switch on 7pm. She has been advised by WDC events that they are not allowed to have animals at the event. The rationale for this decision was not clear – Jo Randall WDC will investigate and report back to the Town Clerk.

PR Proposal -approve £3k – Cllr R Edgington reviewed the proposal which was for the Town Council to contribute £6K. There would be an initial tranche of £3k, with the balance payable after a performance review, halfway through the period. After discussion it was resolved to approve the £3k.

It was further resolved that the review meeting would be conducted by The Town Clerk, Cllr R Edgington, Cllr N Butler and Cllr J Tracey before this second £3k was released to ensure value.

It is noted that the Chamber of Trade have committed £3k to the project.

153. Visitor Information Centre - Mrs L Healey reviewed her report.

Since the report was sent the Town Maps have been produced. They are being sense checked before larger versions are placed around the town.

New advertising sleeves are being produced for the bollards outside the Court House.

The Charity cards have arrived. There is a Macmillan coffee morning tomorrow in the VIC starting at 10am.

Footfall. A request was made for the figures to be split into local and tourist stats.

Thanks to be passed on to the Unlocking Warwick team for their support in the VIC.

154. Visitor Information Centre – Business Plan for 3-year contract with WDC

Cllr R Edgington reviewed the plan and feedback received from Councillors.

Jo Randall advised she could provide some visitor stats. to include, and Liz Healey had

new testimonials to add. The grant value will increase in line with costs from the last

application. The value of the VIC being support by the Town Council was discussed and

all were in favour of its value for locals and tourists.

Cllr Edgington and the Town Clerk will make the amendments before sending to WDC.

155. Wayfinding project and grant – The Town Clerk advised that the second phase was being worked on. Phase 2 will include:

- developing concepts for the family of sign types
- develop and refine graphic communication studies
- develop map concepts and key details
- finalise draft signage location plans and schedules
- Develop visual identity, graphics for typography pictograms and arrow suite
- develop 3d renders of key sign types
- prepare budget sign type unit budgets
- prepare planning applications as required.

A presentation will be shown at the next meeting.

156. Warwick Railway Station refurbishment – The Town Clerk advised that WDC had approved the grant to replace the railings, timescales are not known yet.

Planning permission is being sought for the lift.

157. Street names – Request for a new name –It was resolved to approve the name Gillitt.

158. Co-opted Members to report

Mrs J Baldry B & B summarised her business growth since COVID restrictions were lifted. Business visitors are returning. Long haul visitors remain low. Christmas bookings were coming in. She felt it would be useful to have the local pub and restaurant winter opening times. This is something that the VIC can pick up and report back.

Tim Clark St Marys shared plans for the 900th anniversary of the foundation of the college of St Mary's in 2023 which includes a book launch. The scaffolding around the tower is likely to be in place until the end of 2023. In 2025 they are looking at a

celebration for the 550th anniversary of the Beauchamp Chapel where some of the best art in Europe is displayed.

WDC events – Jo Randall An economic assessment is being carried out following the Commonwealth games – data will be shared once known. Rose Winship presented a framed photo of the Men’s cycle race to the Town Council which will be displayed in the VIC.

Signed..... dated.....

DRAFT