



WARWICK TOWN COUNCIL

TOWN CLERK

Jayne Topham

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ECONOMIC & TOURISM COMMITTEE

26th SEPTEMBER 2024

PRESENT:

Councillor J Darcy (sub)

Councillor Mrs K Dray

Councillor O Jacques

Councillor Mrs M Mangat

Councillor J Sinnott

Councillor P Wightman


The Mayor (ex-officio)









TOWN CLERK Mrs J Topham










COOPTED MEMBERS:

Mrs J Baldry B & B, Mrs S Butcher Chamber of Trade, Mr T Williams Warwick Racecourse. Tim Clark and Alan Faulkner from St Mary's, Mr Aaron Corsi & Audrey Brown WCC, Liam Bartlett Warwick Castle and Jo Randall WDC.

MINUTES

1.	APOLOGIES: Councillor D Browne & Councillor M Edwards Mrs E Healey Manager VIC
2.	DECLARATION OF PERSONAL OR PREJUDICIAL INTEREST: None
3.	<u>TOWN CENTRE MANAGER – introduce Kelly Scott.</u> The Town Clerk introduced Kelly, who then gave a background of her experience.
4.	<u>MATTERS ARISING FROM PREVIOUS MINUTES.</u> 1) The electronic parking signs advising you on the number of spaces available – holding until Head of transport planning appointed.  E & T Minutes June 2024.pdf Aaron Corsi advised that the Head of transport starts in role on the 1 st October.

5.	<p>TOWN PROMOTION Ellen EMPR PR & Comms Consultant will present an update of activities. To RECEIVE a verbal report.  Warwick PR Report_Sept 24.xlsx  Warwick PR update town council Sept 2024.pptx Ellen reviewed her report – there were no questions.</p>
6.	<p>CHAMBER OF TRADE/EMPR UPDATE - Report from Chair Sue Butcher To RECEIVE a verbal report. Chair Sue Butcher summarised a recent open meeting which was well attended. A meeting was held with CJ events and WDC ref. moving the Food Festival to St Nics Park without consultation. The change had a detrimental effect on the Towns economy. A further meeting is to be organised. Complaints had been received about the weeds in the town centre. WDC advise that the pilot held this year to withhold the use of weedkiller will not be repeated in 2025.</p>
7.	<p>VISITOR INFORMATION CENTRE – Report from Mrs E Healey To RECEIVE a written report.  Report to Economic and Tourism Commi The Town Clerk reviewed the positive activity in Liz’s absence. It was noted that the traffic had increased on the VIC website. A request was made to include these stats in future reports.</p>
8.	<p>WAYFINDING PROJECT – Report from the Town Clerk To RECEIVE a verbal report The Town Clerk advised that planning permission had been approved. The contractor had been appointed to remove and install the new signs etc. Storage for the existing finger posts is being sort. The Castle offered to store the signs in the short term. The intention is to sell the signs via auction.</p>
9.	<p>VISITOR INFORMATION CENTRE REVIEW–The Town Clerk To RECEIVE a verbal report. A meeting will be organised in November 2024.</p>
10.	<p>WARWICK TOWN VISION WORKSHOP - update and next steps – Aaron Corsi Lead Commissioner Places Projects and Partnership To RECEIVE a Verbal update. Aaron reviewed the next steps. He has passed the project outcomes over to Kelly who will complete the project. The next stakeholder meeting will be the 4th November 2024. Thanks were given to Aaron for his support and all wished him well with his new role as Bid Manager Stratford upon Avon. Audrey will be our main contact at WCC moving forward.</p>
11.	<p>GRANT: To APPROVE a grant application: Priory Area Community Committee – Christmas party £1,250</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  Grant-Application PACC Xmas 09.09.20; </div> <div style="text-align: center;">  QUOTE 6 - WILD BOAR.pdf </div> <div style="text-align: center;">  QUOTE 4 - REFRESHMENTS.pdf </div> <div style="text-align: center;">  QUOTE 5 - FOOD.REFRESHMEN </div> <div style="text-align: center;">  QUOTE 1 - PARTY CREATIONS.pdf </div> </div>

	<div style="display: flex; justify-content: space-around; align-items: flex-start;"> <div style="text-align: center;">  QUOTE 2 - PARTY FOOD.pdf </div> <div style="text-align: center;">  QUOTE 3 - PARTY FOOD.pdf </div> <div style="text-align: center;">  QUOTE 9a - DJ INFORMATION.pdf </div> <div style="text-align: center;">  QUOTE 8 - Event Wristbands 2024.pd </div> <div style="text-align: center;">  QUOTE 10 - Raffle Tickets 2024.pdf </div> </div> <div style="display: flex; justify-content: space-around; align-items: flex-start; margin-top: 20px;"> <div style="text-align: center;">  QUOTE 9 - Christmas DJ 2024.pdf </div> <div style="text-align: center;">  QUOTE 12 FACE PAINTER 2024.pdf </div> </div> <p>It was resolved to approve the grant application. All were in favour.</p>
<p>12.</p>	<p>CHRISTMAS LIGHTS – APPROVE proposal attached:</p> <div style="margin-top: 20px;">  Copy of Xmas Accounts ET Septem </div> <div style="margin-left: 100px;">  ET Report Xmas Lights Sept 24.docx </div> <p>It was ratified to approve the new lights. All were in favour.</p>
<p>13.</p>	<p><u>CO-OPTED MEMBERS</u> To RECEIVE verbal reports.</p> <p>St Mary’s Church. Future meetings will be attended by Alan Faulkner Marketing and Communications. Their summer fete was successful, despite having to move into the church due to the weather. They are obtaining feedback from visitors which would be useful to share in the future.</p> <p>Warwick Castle – Trading has been strong - Resident and school offerings have gone well. Hotel opened mid-July. Concerts saw 65,000 visitors to the Town. 10% of total years visitors to the Castle. Next year there will not be any Courtyard concerts also Dragon Slayer will take a break and not be an event for 2025. They won Traveller’s choice awards through Trip Advisor. The Community Garden party went well for local residents and participants – this will be repeated next year. Their website has been updated to signpost people to the Lord Leycester and the Racecourse. The Castle roof has been re leaded at the cost of ½ Millon pounds. The ceiling has collapsed in the staterooms, so scaffolding is up at the moment. Halloween is the next offering and ticket sales are good and they look forward to the ice rink returning with their Santa products and carols at the castle 21st Dec -tickets are on sale.</p> <p>Warwick Racecourse – Q1 & 2 saw more rain in 6 months than the last 18 months 33% of races were cancelled. Coventry and Warwickshire showcase held last week – rain didn’t help with numbers. They have held the Thai Festival and Beer Festival for the Court Leet. Average mileage that participants are travelling to the races has increased. Their website has been changed to share links with other hospitality offerings in Warwick – the Town Clerk asked if Visit Warwick could be linked.</p> <p>B & Bs Janet had received positive feedback from guests about the summer’s events. The revamped Lord Leycester is proving popular.</p>

	<p>WDC - Jo reported about events being organised by the Events team. She advised Councillors about the West Midlands investment zone and the Skills escalator fund which can be used for training for small/med business There is also a Warwickshire business start up programme available for new businesses along with other initiatives that can be found using the following link: https://www.warwickdc.gov.uk/info/20068/business_support_programmes</p>
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Signed..... **Dated**.....