



WARWICK TOWN COUNCIL

TOWN CLERK

Jayne Topham

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ECONOMIC & TOURISM COMMITTEE

25th SEPTEMBER 2025

PRESENT:

Councillor M Edwards

Councillor J Sinnott

Councillor O Jacques

Councillor P Wightman (Chair)

TOWN CLERK Mrs J Topham

COOPTED MEMBERS:

Mrs K Bryan Chamber of Trade, Mrs E Healey Manager VIC, Suzette Aagaard St Mary's Church, Ms Jo Randall WDC Business Dev. Mrs Kelly Scott Town Centre Manager.

MINUTES

18.	<u>APOLOGIES:</u> The Mayor (ex-officio) Councillor D Browne, Councillor Mrs K Dray, Councillor Mrs M Mangat Mrs J Baldry B & B, T Williams Warwick Racecourse, Liam Bartlett Warwick Castle, Mrs Emma Andrews Warwick Museum
19.	<u>DECLARATION OF PERSONAL OR PREJUDICIAL INTEREST:</u> None
20.	<u>MATTERS ARISING FROM PREVIOUS MINUTES.</u> 1) The electronic parking signs advising you on the number of spaces available – Audrey organising a meeting with the Town Clerk. Audrey was not at the meeting therefore this item will be carried forward.
21.	<u>ECONOMIC IMPACT OF WARWICK SCHOOL FOUNDATION ON THE TOWN OF WARWICK–</u> Mrs Jo Broughton WSF Governor, Lorna Nix Foundation Director of Finance and Richard Nicolson presented. <u>WSF Presentation Sept 2025.pdf</u>

	Following a detailed presentation, questions were raised by Councillors regarding the effects of tax changes and bursaries. The Foundation are keen to support the Town and have kindly donated £5K to replace the curtain of lights in the Market square.
22.	TOWN CENTRE – To RECEIVE and NOTE Report from Kelly Scott Town Centre Manager Town Centre Manager Report Sept 2025.docx Kelly reviewed the key points of her report. Footfall has been positive, and businesses are happy after a healthy summer. It was noted that feedback from visitors would be useful i.e. why or how did they decide to visit – Information is available from last year’s Town Ambassadors. Small Business Saturday, 6th December, event will include Smith Street this year.
23.	TOWN PROMOTION Report from Ellen EMPR PR & Comms Consultant. To RECEIVE a written report, see below Eco Tourism Update Sept 2025.docx The report from Ellen was noted.
24.	CHAMBER OF TRADE - Report from Chair To RECEIVE a verbal report. Kate Bryan, Chair advised that no firm direction was available from the new Chamber as yet.
25.	VISITOR INFORMATION CENTRE – Report from Mrs E Healey To RECEIVE a written report. Report to E and T 25th Sept VIC.docx Town Ambassador Report 25.docx The report provided was discussed as an overview there were no questions.
26.	WAYFINDING PROJECT – Report from the Town Clerk To RECEIVE a verbal report The Town Clerk advised that all signage was in place and that Highways were due to “make good” shortly. The Wayfinding had been well received and was being used by Tourists. £3k raised from the sale of the old finger post arrows.
27.	VISITOR INFORMATION CENTRE Business plan 2026 –The Town Clerk to update. Updated Business plan attached: WVIC-WTC Business Plan 2026-2029.pdf The business plan had been shared with Cllr Mrs E Billiard WDC and will be sent to Jo Randall WDC for approval. All were in favour for the revised document to be issued.
28.	WARWICK TOWN VISION WORKSHOP – Verbal report from Kelly Scott Town Centre Manager Vision Report September 2025.docx What is a Place Board Appendix A.docx Kelly advised of the next steps and a meeting to be held on the 2nd October to create a place board and take the project forward.
29.	GRANT: To APPROVE the following grant applications:

	Pangea - £3,000 supported by Cllr D Browne Pangea Grant Application.pdf Price comparison Quotes Pangea.docx It was resolved to approve the grant – all were in favour. Lord Leycester - £5,000 2nd annual payment as previously approved at Full Council Master to give an annual update. All agreed to note that the second tranche of £5k was released.
30.	<u>CO-OPTED MEMBERS</u> To RECEIVE verbal reports. <u>St Mary's Church</u> Hosted Change Makers event for the High Sheriff, the Princess Royal and the new Bishop of Coventry. Concerts continue to be well attended. Victorian evening Christmas tree festival extremely popular again this year. Snowman concert back on the 22nd December. <u>WDC –Economic Development</u> Visitor Impact Assessment is available for the District, it can not be broken down just for Warwick. There is a High Street Roadshow being held at the Court House on the 21st October. Jo will send the Town Clerk the details to circulate. <u>Market Hall Museum</u> Visitor numbers have remained steady throughout the summer, with the good weather helping to meet income targets in the cafe and shop Excellent feedback for the summer holiday programme, particularly the 'Stone Age Skills' workshops with Flint Knapper James Dilly Planning for autumn launch of the Henry VIII portrait, which should return from specialist conservation work in October Tickets for St Johns House 'Haunted House' now on sale. Event will run 29 October - 1st November. The Market Hall will also participate in the late-night Halloween Market on 31st October.

Signed..... Jayne.....