

MINUTES
Town Promotion Sub-Committee
Warminster Civic Centre
Monday 23rd April 2018
5.30pm

Committee Membership:

CLlr Sue Fraser, Vice Chairman (West)	*	CLlr Nick Pitcher, Chairman (Broadway)	*
CLlr Tony Nicklin (West)	A	CLlr Chris Robbins (East)	*

Outside representatives: Councillor Tony Jackson (*), Melvin Davis (A), Anne Francis (A), Muzib Rahman (*), Andrew Robinson (*), Chris Spender (AB), Len Turner (A).

Key: * Present A Apologies AB Absent

In attendance:

Officers: Fiona Fox (Town Clerk), Veronica Mills (Officer).

Public and press: 0 members of the public, 0 members of the press.

TP/17/044 Apologies

Apologies were received from CLlr Nicklin, Melvin Davis, Anne Francis and Len Turner.

TP/17/045 Declarations of Interest

None.

TP/17/046 Minutes

TP/17/046.1 The minutes of the meeting held on 5th March 2018 and all actions contained therein **were approved**.

TP/17/046.2 There were no matters arising.

TP/17/047 Chairman's Announcements

TP/17/047.1 CLlr Pitcher asked members to bring ideas to the next meeting on how to best promote the park and the Pavilion Café in summer and in winter.

TP/17/047.2 Peter Ruscoe, manager of the Three Horseshoes Walk, and Rosie Elliot from the Wessex MS Therapy Centre had expressed a wish to join the committee.

Members approved the addition to the membership.

TP/17/048 Public Participation

None.

TP/17/049 Reports from Unitary Authority Members

None.

TP/17/050 Town Map

Tony Jackson had spoken to the owner of Dentons. He has been in business for 25 years and believed the future is in web applications. The website can recognise whether it is being accessed from a computer or mobile phone, for example, and will configure the data accordingly. Dentons can produce a basic map for a modest fee of around £100 and can add layers to enhance it. The Council does not have time at present to develop an app, although it is expanding its use of social media. **It was agreed that the Clerk would further action with Dentons and that they would be invited to a future meeting.**

TP/17/051 Warminster Mugs

The Clerk would obtain some visuals for the next meeting of the types of mug available.

TP/17/052 Market Towns Forum, Visit Wiltshire and other sources

TP/17/052.1 Marketing

The profile of Warminster had improved in the past few months with coverage by radio and various publications of the Lake Pleasure Grounds, including the duck ramps, and Spring in the Park. The lamp post banners were making an impact. The Clerk had met the asset holder and manager of the Three Horseshoes Walk. They have a marketing budget and would like to broaden the market offering and coordinate their Christmas activities with the Town Council's event. **It was agreed the Clerk should investigate whether the railings at the entrance to the Three Horseshoes Walk could be transferred to the Town Council from Wiltshire Council with a view to erecting a noticeboard frame facing the Walk to contain advertising banners.**

TP/17/052.2 Benchmarking

It had been agreed that Warminster would participate in benchmarking again. The Town Council would be more involved. **The Clerk to liaise.**

TP/17/052.3 Buddy Scheme

The Clerk had produced a questionnaire in readiness for the secret shopper trip to Devizes. This was approved by members. The Mayor of Devizes was keen to help with the scheme. It was believed that Wiltshire Council has a wayfinder budget for improving town signage. **It was agreed that Tony Jackson would investigate how to access this.**

TP/17/053 Warminster Signage

Tony Jackson had resumed discussions with Wiltshire Council with regards to moving the brown heritage sign from the A362 to the A36 at the approach from Salisbury. Since a brown sign for Bishopstrow House exists on the A36 he felt this was feasible. The Clerk had received an offer of support from Mirage Signs should the Town Council get permission to use the roundabouts on the A36 for advertising. The A36 is run by Highways England who had refused permission in the past, but Tony Jackson

would investigate whether this was still the case. It would be necessary to confirm what is required in the way of advertising before approaching Highways England.

TP/17/054 **Cleanliness of the Town**

Cllr Steve Jeffries had been appointed the litter champion. He would be visiting businesses with the Town Clerk. Andrew Robinson could help with raising public awareness on WCR. He would invite Cllr Jackson to come and talk about his new role. Adverts encouraging litter picking could be played at regular intervals. **It was agreed that Cllr Jeffries should be invited to report back to the committee on his meeting with businesses.**

TP/17/055 **Projects**

Spring in the Park: The banners were looking good and flyers and posters had been produced for distribution. A rota had been drawn up for members to distribute flyers in the Three Horseshoes Walk on Saturday 28th April.

TP/17/056 **Communications**

None.

Meeting closed at 6.25pm