

MINUTES
Town Promotion Sub-Committee
Warminster Civic Centre
Monday 5th March 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 (*), Anne Francis (*), Muzib Rahman (A), Andrew Robinson (A), Chris Spender (AB), Len Turner (*).

Key: * Present A Apologies AB Absent

In attendance:

Officers: Fiona Fox (Town Clerk), Judith Halls (Officer).

Public and press: CLlr P Batchelor; 0 members of the public, 0 members of the press.

TP/17/030 Apologies

Apologies were received from CLlr Nicklin, Muzib Rahman and Andrew Robinson.

TP/17/031 Declarations of Interest

None.

TP/17/032 Minutes

TP/17/032.1 The minutes of the meeting held on 8th January 2018 and all actions contained therein **were approved**.

TP/17/032.2 There were no matters arising.

TP/17/033 Chairman's Announcements

CLlr Pitcher requested that should any members or representatives wish to suggest ideas to promote the town, that they do so under the Town Map section of the agenda. It was further suggested that all current members and representatives of the Town Promotion Sub-Committee be contacted to ascertain if they were still able to attend meetings as the sub-committee membership, including external representatives, would be confirmed for the 2018 – 2019 municipal year at the May council meeting.

TP/17/034 Public Participation

None.

TP/17/035 Reports from Unitary Authority Members

Cllr Jackson reported that he had attended a presentation by Visit Wiltshire. The group had been originally established with a £500,000 budget, this has now dropped to below £187,000. At the meeting, Cllr Jackson had recorded his disappointment that Warminster had not been promoted as a UFO town, but he did note that Visit Wiltshire had partnered with the 'Great West Way'. The sub-committee expressed the view that this partnership did not include Warminster or those towns/villages on the north/south route through the county, which was a missed opportunity. Cllr Jackson did ask whether the Town Council were members of Visit Wiltshire and whether use was made of the advertising opportunities.

The Town Clerk confirmed that Warminster Town Council was a partner member of Visit Wiltshire and did put events on the website. Of further note; Warminster Town Council were members of Wiltshire Council's Market Town's Forum which had close links with Visit Wiltshire, including pressing for the inclusion of towns and villages not included in the current 'Great West Way' partnership. Len Turner also confirmed that the hub advertised with Visit Wiltshire.

TP/17/036 Town Map

TP/17/024.2 refers – A meeting with Cityscape had taken place to establish costings and to clarify whether the map could also be produced electronically.

The sub-committee discussed the cost implications from Cityscape. It was felt that both options were too expensive and that alternatives needed to be sought and brought back to the next meeting.

It further agreed that there was a need for both a digital and hard copy map. Advertising the town and events could be through the lamp flags which were currently being investigated by the Town Council. Discussion took place about the possibility of a St George's day event for 2019 which could be advertised using the flags.

A map produced by Dentons was circulated for perusal and it was agreed that the quality and style would suit Warminster.

Len Turner reminded the committee that the Development Trust had £500 reserved towards the town map.

Cllr Pitcher proposed approaching Dentons to ascertain how they produce their maps, including advertising options. Costs and methods of distribution to be brought to the next meeting. Seconded Councillor Robbins, voting unanimous in favour.

TP/17/037

Warminster Mugs

Anne Francis advised that she had been unable to ascertain if there was an exclusivity clause on the Warminster mugs. Generally, suppliers do not recommend that there are more than a couple of outlets supplying the same products.

Len Turner agreed to liaise with a mug printing company that the Community Hub had used previously for quotes and bring them back to the next meeting.

TP/17/038

Market Towns Forum, Visit Wiltshire and other sources

The Town Clerk had spoken to Visit Wiltshire . A buddy relationship with Devizes has been arranged – Anne Francis to visit as secret shopper. The Clerk and Anne Francis to report back.

This is still to be arranged and is ongoing

TP/17/039

Warminster Brand

A logo has been designed for the Lake Pleasure Grounds, which was well received.

Noted

Tony Jackson reported back on the placement of the brown heritage signs on the A36 and A362. He advised the committee that he clarified the current location of the town's brown heritage signs. Permission would need to be sought from either the Highways Agency or Wiltshire Council if re-locating the signs were to be considered; the entire process would be expensive, complicated and lengthy. A discussion did take place, of note; given the difficulties and costs involved, leave the signs in their current locations.

Cllr Pitcher proposed that Cllr Jackson continue investigation into moving the signs and the cost implications. Seconded Councillor Fraser, voting in favour 2, against 1, abstention Nil. Motion carried.

TP/17/040

Cleanliness of the Town

Owing to a family bereavement the Town Clerk still had to action a meeting with Kingdown School and her town 'walk about' focusing on cleanliness.

The Clerk will action this points before the next meeting.

TP/17/041

Walking Map of the Town

A walking map of the town had been produced by the walking group with the aid of an Area Board grant. The initial print run had been distributed free of charge. The map was now in need of an additional print run as stocks were low.

Len Turner felt that there should be no financial contribution to the walking map of the town and any money available should be invested in the town map.

Noted.

TP/17/042

Projects

TP/17/016.3 Spring in the Park The Town Clerk gave the sub-committee an overview of the forthcoming new event in the town park which will take place on Sunday 6th May 2018.

Members agreed that Spring in the Park should be advertised using flyers, posters and social media. Shops should be provided with flyers and posters nearer to the date of the event. The flyers should be distributed within the Warminster Way. Anne Francis uses Instagram for promoting her business and has found this to be successful so would be able to promote Spring in the Park through this medium. The Town Clerk was due to meet with the Three Horseshoes Walk General Manager, and she would ask about the possibility of setting up a stall two weeks prior to the Spring in the Park event which could be manned by the Town Promotion Sub-Committee members to advertise the event and the sub-committee.

Cllr Fraser proposed that Spring in the Park be promoted using the Warminster Way to distribute flyers; posters and flyers to be made for shops, and banners around the town. Flyers to also be distributed in the Mall. Seconded Cllr Robbins, voting in favour 2, against 1, abstention Nil. Motion carried.

TP/17/025 Summer Walks Victoria Coombes had produced the programme for the summer walks that the Town Promotion Sub-Committee had agreed to promote. **Members were advised that Victoria Coombes had been given media tools and the addresses of websites to enable her to promote the summer walks. In addition, Warminster Town Council would advertise them on their website, social media and notice boards.**

TP/17/043 Communications

Press release to be issued regarding the Spring in the Park event.

Date of next meeting Monday 23rd April.

Meeting closed at 6.48pm