

6th June 2018

Dear Councillor

You are summoned to a meeting of the:

Town Promotion Sub-Committee
on Monday 11th June 2018 at 5.30pm
at the Civic Centre, Sambourne Road, Warminster, BA12 8LB

Committee Membership:

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

Outside representatives: Cllr Tony Jackson, Melvin Davis, Anne Francis, Muzib Rahman, Andrew Robinson, Chris Spender, Len Turner. Officers: Fiona Fox (Town Clerk) and Judith Halls (Officer).

Copied to all other members for information.

Members of the public are welcome to attend meetings of the Council and Committees, unless excluded due to the confidential nature of the business.

Yours sincerely



Fiona Fox BA (Hons) MCIPD FILCM
Town Clerk

AGENDA

1. **Election of Chairman**
2. **Election of Vice-Chairman**
3. **Membership Co-option**
Cllr Paul Batchelor has been nominated.
Members to vote.

4. **Apologies**
To receive and accept apologies, including reason for absence, from those unable to attend.
5. **Declarations of Interest**
To receive any declarations of interest under Warminster Town Council's Code of Conduct issued in accordance with the Localism Act 2011.
6. **Minutes**
6.1 To approve as a correct record, the minutes of the Town Promotion Working Group meeting held on 23rd April 2018; copies of these minutes have been circulated and Standing Order 12.1 provides that they may therefore be taken as read.
6.2 To note any matters arising from the minutes of the Town Promotion Working Group meeting held on 23rd April 2018.
7. **Chairman's Announcements**
To note any announcements made by the Chair.

Standing Orders will be suspended to allow for public participation.

8. **Public Participation**
To enable members of the public to address the sub-committee with an allowance of three minutes per person regarding any item on the agenda and **to receive** any petitions and deputations.

Standing Orders will be reinstated following public participation.

9. **Reports from Unitary Authority Members**
To note reports provided by members which are relevant to this sub-committee.
10. **Clerk's Report**
See attached.
11. **Warminster Mugs**
TP/17/037 refers. Len Turner to update at next meeting.
12. **Warminster Signage**
Tony Jackson to report back on any further information re the costs and viability of moving the brown heritage signs on the A36 and A362.
13. **Park Activities**
The Council already promotes activities via the following:
PR consultant – County coverage, press and media.
BBC Radio and TV coverage
Town banners
Local radio
Local press
Social media: Facebook, Instagram and Twitter
National organisations where relevant e.g. stallfinder.com – used for Spring in the Park – expressions of interest already taken for next year.
Leaflets, posters.

Stand in the Three Horseshoes Walk – proved a great success
Civic Centre – displays where appropriate
Café Pavilion
Town notice boards
Shop displays
Community displays e.g. gardens, windows and wall.

Cllr Pitcher to speak on this item.

Members are requested to consider and decide on ways of improving the current arrangements for promoting park activities.

14. Promotion of Town Events: Calendar of Events

How we can assist in promoting town events. Cllr Pitcher to speak on this item.

Members to consider and resolved on whether to pursue this item, and if so to nominate a member to take it forward.

15. Street Banners

The council has already installed the brackets for lamp post flag displays. These were used for Spring in the Park. Further flags have been produced for Inspire and work will begin on Christmas flags in due course. In between these events the brackets are available for use by other organisations (they would pay installation charge) and the council is producing a generic town banners; the suggestion is to include #wonderfulwarminster and the strategic priorities for the town (WTC “Growing Town, Growing Services: Strategic Plan 2016 – 2021)- A place to live, a place to work, a place to enjoy. Permissions from Wiltshire Council are still awaited regarding the installation of brackets in Silver Street.

Cllr Pitcher to introduce this item for discussion to include the further use of banners in the main street.

Members are requested to approve the above actions and to consider further enhancements to the current programme.

16. Town Survey

The Market Towns’ Forum is currently working on the first stages of the survey, to establish and agree on the type of data to be collected. They have asked towns to indicate the data that we would like to collect from the following:

Shop vacancy rates

Number of independent shops/chain/multiple shops

Number of comparison shops/convenience shops

Footfall counts

Vacant car park spaces

Any other?

Members are requested to review the list and to resolve on the areas they would like to include in the survey.

17. Communications

The members to decide on items requiring a press release and **to nominate** a speaker for any item on the agenda if required.

Minutes from this meeting will be available to all members of the public either from our website www.warminster-tc.gov.uk or by contacting us at Warminster Civic Centre.

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Town Promotion Sub-Committee
on Monday 11th June 2018

Item 10. Refers: Clerk's Report

1. Town Map

The Clerk has contacted Dentons who are able to produce an enhanced map. The Clerk to update at the meeting.

2. Market Towns Forum, Visit Wiltshire and other sources

The Clerk to update at the meeting, Devizes are currently without a clerk, therefore, the visit is slightly delayed.

3. Cleanliness of the Town

Councillor Jeffries has agreed to be the litter champion for the Council and the first of a series of clean up mornings has been arranged for Saturday 23rd June. The Clerk will bring posters to the meeting. The event is being promoted in the local press/radio/displays/social media. Part of this initiative will be the Clerk and Cllr Jefferies visiting the town shops and take-aways.