

MINUTES
Town Promotion Sub-Committee
Warminster Civic Centre
Monday 11th June 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)	*

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

Key: * Present A Apologies AB Absent

In attendance:

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

Public and press: 1 member of the public, 0 members of the press.

AGENDA

TP/18/001 Election of Chairman

Councillor Fraser proposed Councillor Pitcher as the chairman for the Town Promotion Sub-Committee for the year 2018–2019, seconded Councillor Robbins, voting unanimous in favour.

TP/18/002 Election of Vice Chairman

Councillor Pitcher proposed Councillor Robbins as the vice chairman for the Town Promotion Sub-Committee for the year 2018–2019, seconded Councillor Fraser, voting unanimous in favour.

TP/18/003 Membership Co-option

Councillor Pitcher proposed Councillor Batchelor to be co-opted as a member of the Town Promotion Sub-Committee, seconded Councillor Fraser, voting unanimous in favour.

- TP/18/004** **Apologies**
Apologies were received and accepted from Councillor Nicklin
- TP/18/005** **Declarations of Interest**
None.
- TP/18/006** **Minutes**
6.1 The minutes of the meeting held on 23rd April 2018 were approved as a true record and signed by the chairman.
6.2 None.
- TP/18/007** **Chairman's Announcements**
Councillor Pitcher welcomed Tom Dommett, the new Assistant Town Clerk to the meeting.
- TP/18/008** **Public Participation**
None.
- TP/18/009** **Reports from Unitary Authority Members**
Councillor Jackson advised the committee that the Heritage Days were being held over two weekends, 6 – 9th September and 13 – 16th September 2018. Michael Heaton had asked the town council to pay for the event's advert in the Warminster Journal which had been agreed. It was suggested that he be invited to the next Town Promotion meeting to update the members on the forthcoming event.
- TP/18/010** **Clerk's Report**
This was taken as read. Update of note:
Town Map
The Clerk has contacted Dentons who are able to produce an enhanced map and a meeting has been arranged for the following Thursday, 21st June 2018.
- TP/18/011** **Warminster Mugs**
TP/17/037 refers. Len Turner updated the committee saying that two suppliers had been approached. The minimum order is 100 – 200 and each mug would be an average price £2.99. The idea of the mugs is to promote the town. It was agreed that Len Turner, Councilor Fraser and Fiona Fox would meet up to pursue this and report back at the next meeting.
- TP/18/012** **Warminster Signage: Brown Heritage signs on the A36 and A362**

It was unanimously agreed that this item be removed from the agenda.

The clerk advised members that signage would be appearing on the agenda again, but this would be for signage within the town.
- TP/18/013** **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.

Councillor Pitcher stated that the town park attracted thousands of people and asked the committee how this use can be continued and what more can be done to improve usage. Suggestions came forward for more sport: there is currently a fortnightly run in the park, Warminster Wobble, tennis. It would be nice to see things continue through the winter, runs can go on throughout the year. Tuesday mornings there is a walking group that leaves from the Community Hub and offers different levels of difficulty, one route of which does include the park. An area that the committee thought was not being used to its full potential was the putting green. They felt that the entrance could be improved, and the hedge reduced to enable potential clients to see the putting green. The clerk advised the committee that these improvements were matters to be considered by the devolved Services and Assets Sub-Committee and they would be forwarded accordingly. The Town Promotion Sub-Committee should focus on the promotional aspects of such assets. Andrew Robinson suggested a putting competition. Members agreed it was worth pursuing focusing on the junior schools in the town.

Councillor Pitcher was to pursue the idea with appropriate schools in the town including Kingdown for a putting competition.

TP/18/014 Promotion of Town Events: Calendar of Events

Councillor Pitcher asked how the sub-committee can assist in promoting town events.

Future events that were planned for the forthcoming year were as follows:-

Spring in the Park, May 2019

Warminster Wobble

Inspire

Carnival Fun Day

Not all these events are Town Council.

Councillors Fraser and Batchelor were to discuss with the Flers Twinning Committee at their AGM ideas to encourage the French visitors to remain in the town during their next visit.

It was suggested that next year a virtual meeting with Warminster PA could be arranged.

TP/18/015 Street Banners

It was noted that brackets had already been installed for lamp post flag displays. These were successfully 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 it was confirmed that the brackets are available for use by other organisations (they would pay installation charge) and the council is producing

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.

A lengthy debate took place to discuss the banners of note: the majority felt that they had been a wonderful addition to the street scene and a successful promotional tool. Councillor Batchelor did not agree that the banners were successful, too many words and too colourful.

Councillor Pitcher suggested that Councillor Batchelor would be involved with the artwork when the next banners were produced. Jane Adkins would also be invited to attend a forthcoming Town Promotion meeting. The Clerk added that Jane Adkins would also be involved at the production stage.

Len Turner wanted it noted that a stand should be taken again about the illegal posters that had been appearing around the town. Wiltshire Council highways and street scene should be approached and the Town Clerk, Fiona Fox would feedback to the next meeting.

TP/18/016 Town Survey

Members noted that The Market Towns' Forum were currently working on the first stage of the survey; to establish and agree on the type of data to be collected. They had asked towns to indicate the data that they would like collected from the following list:

Shop vacancy rates

Number of independent shops/chain/multiple shops

Number of comparison shops/convenience shops

Footfall counts

Vacant car park spaces

Any other?

Len Turner spoke on this item noting that 2016 had been the last time a survey had been completed. Members of the original committee had since left, aggrieved that it was not worth the effort, with very little feedback on usage. Michael Mount had agreed to do last years' but he sadly passed away. There are currently only three people who were prepared to undertake the work involved.

The Market Town Forum had looked at several areas:

Shop vacancy rates: very useful for us, we have the year on year data.

Number of comparison shops/convenience shops: this is part of above

Footfall counts: these we do twice a year.

Vacant car park spaces: these we do twice a year.

More volunteers are required to undertake the survey work and analysis.

Three Horseshoes Walk complete their own surveys and Len has historically shared his data with them.

The Sub-Committee will need to consider the best use of this date to support town promotion, this will be an item on a future agenda.

Len Turner is happy to do the survey return for 2018. He will email the reports from 2014 and 2017 to the Town Clerk, Fiona Fox. Town Clerk to report back to the Market Town Forum.

TP/18/017 Communications

Members requested a press release be issued about the amount of illegal flyposting currently around the town.

Meeting closed 6.50pm