

28th August 2018

Dear Councillor

You are summoned to a meeting of the:

Town Promotion Sub-Committee
on Monday 3rd September 2018 at 5.30pm
at the Civic Centre, Sambourne Road, Warminster, BA12 8LB

Committee Membership:

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

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

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. **Apologies for Absence**
To receive and accept apologies, including reason for absence, from those unable to attend.
2. **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.
3. **Minutes**
3.1 To approve as a correct record, the minutes of the Town Promotion Sub-Committee

meeting held on 11th June 2018; copies of these minutes have been circulated and Standing Order 12.1 provides that they may therefore be taken as read.

3.2 To note any matters arising from the minutes of the Town Promotion Sub-Committee meeting held on 11th June 2018.

4. Chairman's Announcements

Standing Orders will be suspended to allow for public participation.

5. 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.

6. Reports from Unitary Authority Members

To note reports provided by members which are relevant to this sub-committee.

7. Clerk's Report

See attached.

8. Park Activities

TP/18/013 refers: Cllr Pitcher to report on progress on arrangements for a putting competition following approaches to appropriate schools in the town including Kingdown.

9. Flers Twinning

TP/18/014 refers: Cllrs Fraser and Batchelor to report back on discussions with the Flers Twinning Committee regarding ideas to encourage the French visitors to remain in the town during their next visit.

10. Fly Posting and A Frames

TP/18/015 refers: See Clerk's report for progress.

Members are requested to consider the impact of fly posting and A boards in the town and as recommended by Wiltshire Council, to agree to support a partnership approach to their removal within the town.

11. Town map

Following meetings with Dentons, Robin Denton's team have produced several map extract samples, which were circulated for members perusal. **(See attached report).**

Members are requested to review the samples and to agree to a style, approve quantities and costs.

12. Warminster Parking Partnership (WPP)

Any business in Warminster can apply to the Town Council to become a member of the WPP. This allows their customers to receive up to two hours of free parking at all the

Wiltshire Council pay and display car parks within the town. The system works as follows:

- Visitors pay for parking and along with the parking ticket the machine issues with a 'WPP' refund voucher
- The refund voucher is presented to a participating business when a purchase/visit is made
- The business refunds the cost of parking up to two hours and keeps the voucher
- The vouchers are returned to the Town Council by participating businesses where a BACs payment is made to refund the costs direct to partnership members
- This initiative is funded by the Town Council with a 2018/2019 budget of £4,000

With the Wiltshire increase in parking charges this initiative is a selling point for the town. Members are requested to advertise and promote the initiative.

13. Street Banners

TP/18/015 refers: A generic town banner has been drafted (**See attached**). The cost is £1,200 for 12 double sided.

Members are requested to consider the draft banner and to recommend the purchase, which would come from capital expenditure, with approval sought from Council on the 17th September 2018.

14. Town Survey

Len Turner to present the findings of the recently completed town survey. (**Details to be distributed at the meeting**).

15. Forthcoming events: sub-committee help required:

15.1 Remembrance: the Clerk to brief members on the town events leading up to this year's Remembrance Service.

15.2 Christmas lights events: Members are requested to appoint a member to the Christmas Lights Working Group.

16. 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: 3rd September 2018

7 Clerk's Report

7.1 Mugs: mugs have been purchased by a sub-committee member and these are now for sale at the Civic Centre and Pavillion Café. Sales will be reported to members in due course.

7.2 A boards and flyposting: The Clerk sought advice from Wiltshire Council regarding the best way forward. There has been a resurgence in these activities throughout Wiltshire and Wiltshire Council have issued guidelines which are attached to the agenda for members perusal. What is not generally know is that any accidents caused to pedestrians by A boards lies squarely with the business placing them and insurance claims can be quite high particularly when the elderly, infirmed or visually impaired less agile pedestrians are injured.

A joint approach, in partnership with the Council is suggested as the best way forward should members agree that this issue needs to be addressed within the town.

Clerk

28.08.2018

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How will the new guidance be monitored?

Officers will visit any business where it is thought that advice for display of an A-board is necessary.

Issuing continued warnings however would not be cost effective and unfair to those who comply with the guidance from the start. It may be necessary for the council to remove some boards or take further legal action, where businesses continue to place their displays in an unreasonable, dangerous or obstructive manner or not in line with council guidelines for the use of A-Boards.

Contacts

Further advice:

Email: highwaysenforcement@wiltshire.gov.uk

Telephone: 0300 4560 100

A-board placement Guidelines for A-boards



What is the new advice?

The council would expect free-standing signs to be:

- located to ensure there is an appropriate clear passage between the edge of the sign and the kerb, or any other street furniture such as a bollard or lamp column on the pavement or highway verge
- a moderate size that is appropriate to the location and does not obstruct road users visibility
- placed in a safe manner and maintained by the trader
- in position only during times when the business is open to the public
- a single sign for each business, located immediately adjacent to the relevant business premises.
- in a condition that is not detrimental to the local environment.

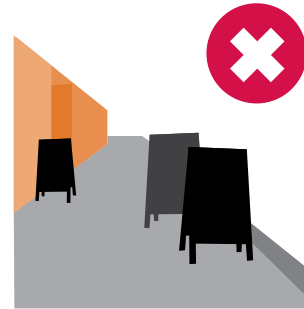
Businesses must be aware that they are solely responsible for any injury to a person or damage done to their property by an A-board.

There should always be reasonable space between the board and the kerb so that families can walk side by side and disabled persons can pass easily.

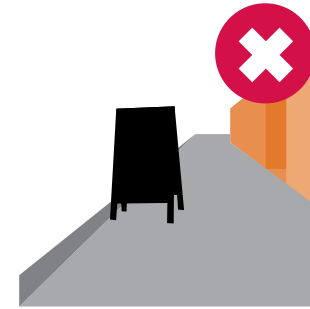


Examples of poor placement of A-boards

More than one



Not against shop front



Pavement too narrow

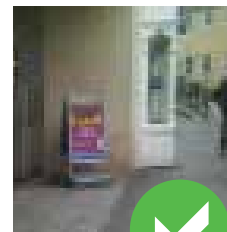


Suitable alternatives to A-boards

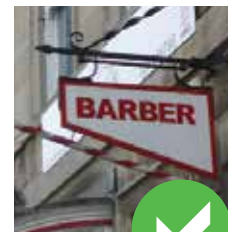
The council would always advise businesses to try alternative forms of advertisement instead of placing sign on the pavement. These might be by placing the signs on walls, in windows or hanging them over the shop front in the traditional manner.

A hanging sign better achieves the aim of showing the customer where the business is without blocking the pavement.

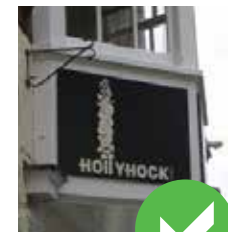
Off pavement



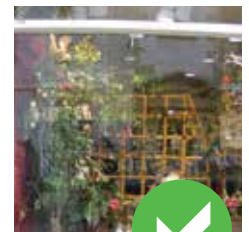
Hanging board

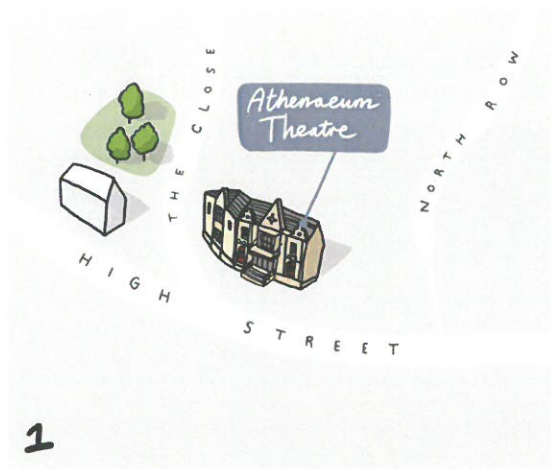


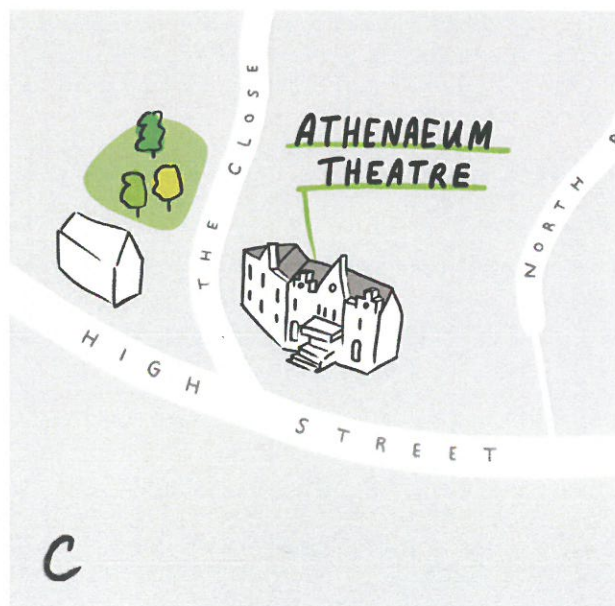
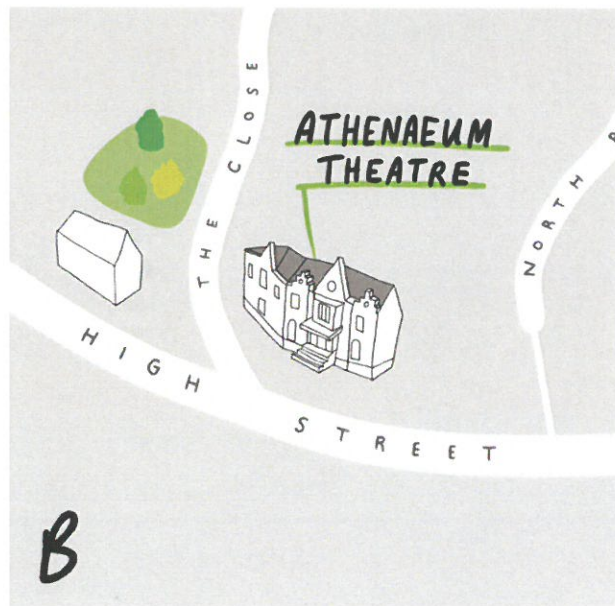
Wall mounted

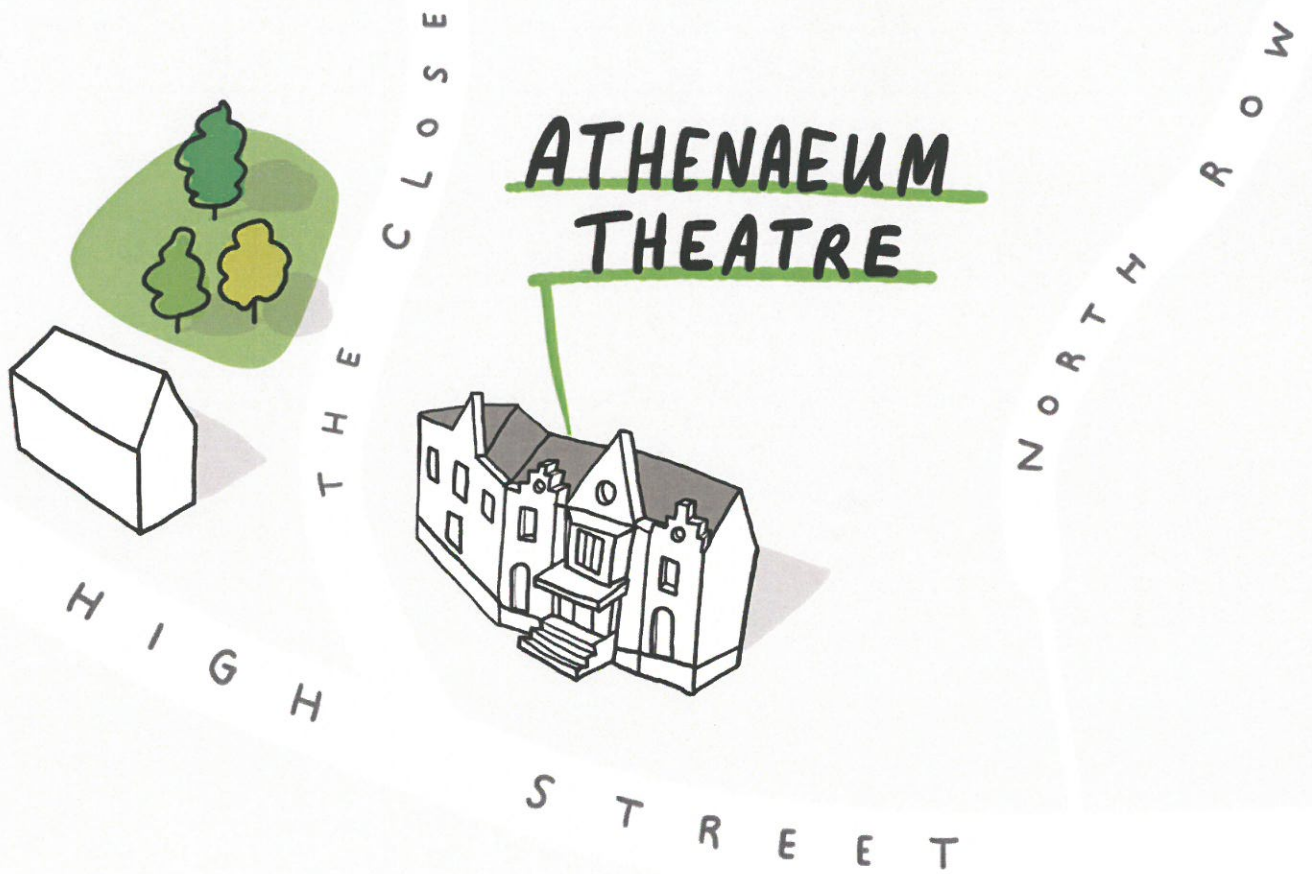


Window display









Town Promotion Sub-Committee: 3rd September 2018

11. Town map

The sub-committee had previously agreed that the style and size of, amongst others, the Frome window festival and Wilton maps was preferred.

The cost of producing the maps was to be covered by a Town Council budget of £3,000 and Len Turner had confirmed a contribution from the Warminster Development Trust of £500. **Total budget: £3,500**

The brief was presented to Dentons, who have produced a selection of styles for members perusal.

The costs are as follows for a 64cm x 64cm map with paper weight as per other town maps (the Clerk will bring copy to the meeting):

Map Quantity	Cost
1000	1,388
2000	1,571
3000	1,738
5000	2,057

Plus:

Layout: £520.00

Illustrator: £2,800

Total costs:

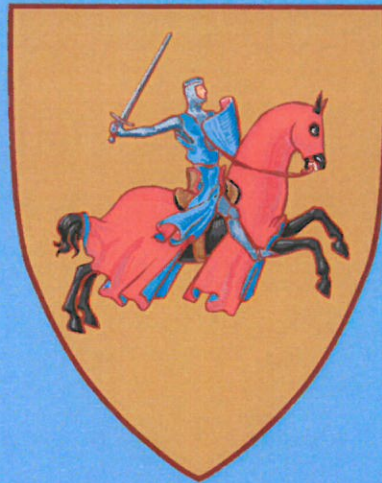
Map Quantity	Cost	Layout	Illustrator	Total	Budget shortfall
1000	1,388	520	2,800	4,708	1,208
2000	1,571	520	2,800	4,891	1,391
3000	1,738	520	2,800	5,058	1,558
5000	2,057	520	2,800	5,377	1,877

The shortfall up to 1,558 can be addressed by the Council advertising its services: park, Pavillion café, WPP, coffee bar, civic centre hire and charging this advertising to the relevant cost centre where each have an appropriate budget line.

Town Clerk

28.08.2018

Welcome to Warminster



**A PLACE TO
LIVE
WORK
ENJOY**

#wonderfulwarminster

