

MINUTES
Town Promotion Sub-Committee
Warminster Civic Centre
Monday 3rd September 2018
5.30pm

Committee Membership:

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

Present: Outside representatives: Wiltshire Council Councillor Tony Jackson (*), Anne Francis (A), Andrew Robinson (*), Len Turner (*).

Key: * Present A Apologies AB Absent

In attendance:

Officers: Fiona Fox (Town Clerk), Tom Dommett (Assistant Town Clerk).

Public and press: 5 member of the public, 0 members of the press.

TP/18/018 Apologies for Absence

Apologies were received and accepted from Councillor Nicklin and Anne Francis

TP/18/019 Declarations of Interest

None.

TP/18/020 Minutes

TP/18/020.1 The minutes of the meeting held on 11th June 2018 were approved as a true record and signed by the chairman.

TP/18/020.2 Matters arising. None to report.

TP/18/021 Chairman's Announcements

Councillor Pitcher informed the meeting that Councillor Nicklin was stepping down from the sub-committee as he had other ongoing commitments that prevented him attending future meetings.

TP/18/022 **Public Participation**

Mr Mark Kimpton spoke on the topics of the Town Map and promoting the town as motorcycle friendly.

Mr Kimpton suggested approaching local schools so local young people could produce the illustrations and design the layout of the Town Map. Those involved could be given a credit on the map and a donation made to school funds.

Mr Kimpton also suggested a local printer be used.

Mr Kimpton suggested there were opportunities to promote Warminster as motorcycle friendly. For example:

- By providing more motorcycle parking facilities
- Highlighting the stunning countryside and great motorcycle roads around Warminster
- Highlighting the motorcycle dealer and motorcycle MOT's and repairs available in Warminster
- Realising many riders are affluent, spending £15,000 - £30,000 on a bike and £1000+ on specialist motorcycle clothing
- Encouraging local businesses to promote themselves as motorcycle friendly

Mr Michael Heaton spoke about the Heritage Open Days 7th-9th September. All but two events were already fully booked, and it was noted that people had been drawn from a wide area, some travelling considerable distances to attend the events. The timing of the respective open days had been programmed to encourage people to spend more time in the Town, by spacing the events out during the day. Mr Heaton concluded that he would like to see more people involved next year's Heritage Open Days, and he encouraged them to bring forward ideas for new events, for example highlighting some of the wonderful building interiors that exist.

Caitlin spoke about the keenness of many young people in Warminster to get involved in a range of positive activities.

The Chairman thanked the members of the public for their contributions.

TP/18/023 **Reports from Unitary Authority Members relevant to this committee**

None

TP/18/024 **Clerk's Report**

This was taken as read.

TP/18/025 **Park Activities: Pitch and Putt Competition**

Councillor Pitcher reported that schools and pupils had been too busy with GCSE's to progress the putting competition this year, however, he would be approaching the schools in the spring with the aim of organizing competitions during 2019.

TP/18/026 **Flers Twinning**

Councillor Fraser reported that the difficulty with encouraging visitors from Flers to remain in Warminster during their next visit was that many of the people from Flers had visited Warminster attractions and were now looking further afield, so it may depend on attracting new visitors from Flers.

The Chairman reminded the meeting that any Warminster (Wiltshire) resident visiting Warminster (USA) is offered a free game of golf. Councillors Pitcher and Robbins agreed to consider ways to promote twinning with Warminster Pennsylvania (PA) and they would report back to the next meeting.

TP/18/027 **Fly Posting and A Frames**

Councillors Fraser, Pitcher and Robbins declared an interest on the topic of A Frames and left the meeting for this agenda item.

Following a debate, there was a consensus that A Frames were not a problem if they were used in accordance with the guidelines provided by Wiltshire Council.

It was agreed to ask Wiltshire Council to enforce their guidelines on A Frames and crack down on fly posting.

It was agreed to try and make people aware of other ways that they can advertise events – for example on social media or by using places where they can legitimately put up posters.

TP/18/028 **Town Map**

There was a debate around involving young people in production of the Town Map. Although there was a desire to do this, it was felt that the practical difficulties were too large given the pressures on teacher and pupil time to deliver the national curriculum.

Len Turner noted the Warminster Village Development Trust had donated £1000 to the project and added a plea that the Community Hub is highlighted and has an Information “i” to indicate its Tourist Information role.

Councillor Batchelor proposed Warminster Town Council proceed with Dentons and purchase 5,000 Maps of the design B. With the proviso that the maps are “DL” size to fit into leaflet dispensers. Seconded Councillor Robbins, voting unanimous in favour.

TP/18/029 **Warminster Parking Partnership (WPP)**

It was noted that the scheme is even more relevant now that Wiltshire Council no longer offered free Christmas parking. It was suggested that the scheme, where possible, be promoted to people outside Warminster to attract them to the town.

It would be mentioned in the Council’s new newspaper column “Town Talk” and the Council’s PR advisor would be asked for suggestions. Warminster Community Radio could promote the scheme.

Councillor Fraser proposed the Warminster Parking Partnership scheme be promoted more widely throughout the town to encourage more businesses to become involved. Seconded Councillor Pitcher, voting unanimous in favour.

TP/18/030 Lamppost Banners

There was a lengthy debate during which various suggestions were considered. **Councillor Pitcher proposed that the word “Place” should be replaced by “Town”. The word “and” should be added before the word “Enjoy” and that the wording except for “#wonderfulwarminster” should all be in the same font, something not too ornate and a bit bolder, seconded Councillor Batchelor, voting unanimous in favour.**

TP/18/031 Town Survey

Len Turner spoke on this item noting that there were 182 units classified as retail, i.e. planning use A1 – 5, in the area covered by the survey.

12.1% (22 units) were empty, but of these, 10 were not on the market. That left just 6.6% (12 units) that were vacant and on the market. Normally 7-8% of retail units would be vacant due to a natural turnover in occupation.

A couple of new shops were opening in Warminster soon.

Warminster is doing very well compared to most places, and particularly those places where 40-60% of retail units are vacant.

TP/18/032 Forthcoming events: sub-committee help required

It was noted that Councillor Fraser had already volunteered to be on the Christmas Lights Working Group.

It was noted that the Remembrance would include 100 War Facts related to Warminster. It was intended these would form a trail around shops in the town. Children would be encouraged to complete the trail. Members were asked to encourage businesses to take part.

TP/18/033 Communications

Members requested a press releases be issued about:
The Town Parking Initiative
A Frames and Fly-posting

Meeting closed 6.45pm