

3rd June 2019

Dear Councillor

You are summoned to a meeting of the:

Town Promotion Sub-Committee
on Monday 10th June 2019 at 5.30pm
at the Civic Centre, Sambourne Road, Warminster, BA12 8LB

Committee Membership:

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

Outside representatives: Cllr Tony Jackson, Melvin Davis, Anne Francis, Muzib Rahman, Andrew Robinson, Chris Spender, Len Turner. Officers: Tom Dommett (Assistant 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. **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 Working Group meeting held on 4th March 2019; 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 Working Group meeting held on 4th March 2019.

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. **Spring in the Park Report Back**

To note the report back from Cllr Fraser

8. **Main Media Activities**

Members to note the report (attached).

9. **Warminster Parking Partnership**

Cllr Jackson to update regarding the possibility of larger Warminster Parking Partnership signs on ticket machines

10. **Calendar of Events**

To note the schedule of events for the forthcoming 12 months.

Council

Remembrance Day – 10th November

Christmas Market – 30th November

Christmas Lights Switch on - 30th November

Mayor's Civic Reception – 25th Jan 2020

Pancake Race – February 2020

Civic Service – March 2020

Spring in the Park 2020 – 3rd May 2020

Civic Award tbc

Other

Warminster Wobble (cycling festival) -15th June
A walk to remember (Alzheimer's sponsored walk) - 22nd June
Inspire Music Festival – 7th July
Warminster Carnival -
Medieval Fair - Portway Field – 17th August
Carnival Chase – 1st September
Warminster Carnival Fun Day in the Park – 8th September
Warminster Carnival - 26th October

Regular

Model Boat Club – Every Sunday 9am-12 noon, Thursday 5pm to 7pm
Warminster Run in the Park – fortnightly
Films at the Civic Centre – third Wednesday every month

11. 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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Report to Town Promotion Sub Committee 10th June 2019

Main Media Activities

Warminster Town Council Media Releases March-May 2019

March

Community Speedwatch
Tree Trail Launch

April

Boats on the Lake
Views sought on paddling pool and putting green

May

New Mayor and Deputy Mayor
Concern over loss of Snooty Fox pub.

All media releases obtained coverage.

Other Media Coverage

Coverage of Spring in the Park (e.g. 3 Pages in Warminster Journal)
Community Speedwatch
Community Litter Pick
Letters from members of the public praising Spring in the Park
Repairs to Play areas
Search for a Mens Shed Site
Easter in the Park – lovely weekend to enjoy the Lake Pleasure Grounds
Mayor opens British Heart Foundation Store
Warminster Town Council Annual Report
Obelisk daubed with Graffiti
Town's Annual Meeting

Most of these were from the media picking up on items on the Council's social media pages or on agendas or minutes.

Social Media Events

Event	Reached	Responses
Spring in the Park	36,400	1,800
Carnival Chase	6,600	240
Warminster Wobble 2019	3,900	199
Inspire	3,000	123
Tree Trail	1,700	66
Pancake Race	2,500	98

Social Media Posts

Warminster Civic Centre & Town Council May 2019

Post reach 9,150

Post Engagement 4,316

Warminster Town Park May 2019

Post reach 5,575

Post engagements 3,748

Post Reach = The number of people who had any post enter their screen.

Post Engagements = The number of times that people have engaged with your posts through likes, comments, shares and more.

ENDS

Tom Dommett – Assistant Town Clerk