

23rd August 2019

Dear Councillor

You are summoned to a meeting of the:

Town Promotion Sub-Committee
on Monday 2nd September 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)
Cllr Tony Nicklin (West)	

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

- Election of a Chairman**
Members to elect a Chairman

2. **Election of a Vice-Chairman**
Members to elect a Vice- Chairman
3. **Apologies for absence**
To receive and accept apologies, including reason for absence, from those unable to attend
4. **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.
5. **Minutes**
5.1 To approve as a correct record, the minutes of the Town Promotion Working Group meeting held on 10th June 2019; copies of these minutes have been circulated and Standing Order 12.1 provides that they may therefore be taken as read.
5.2 To note any matters arising from the minutes of the Town Promotion Working Group meeting held on 10th June 2019.
6. **Chairman's Announcements**

Standing Orders will be suspended to allow for public participation.

7. **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.

8. **Reports from Unitary Authority Members**
To note any reports provided by members which are relevant to this sub-committee.
9. **Terms of Reference**
Members are asked to note the Terms of Reference for the Town Promotion sub-committee (see attached) and make any recommendations for changes.
10. **Warminster Parking Partnership**
Cllr Jackson to update regarding the possibility of larger Warminster Parking Partnership signs on ticket machines.
11. **Town Council Events**
Under its terms of reference the sub-committee will agree an annual calendar of Town Council events and requests from outside organisations to use the park for their own events. This will include dates and budget costs. All expenditure for such events will be referred to The Finance and Asset Committee for approval

Relevant events are:

New Skatepark opening (Covered in skatepark contract)
 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 (including new paddling pool)
 Civic Award tbc
 Warminster Wobble (cycling festival) - June 2020
 Inspire Music Festival – July 2020

Code	Council Events	Budget 2018/19	Spend 2018/19	Budget 2019/20	Spend 30/5/2019
103/4084	Town Promotion	3,000	6894	3,000	142
104/4032	Adverts- Events	500	657	1,000	110
104/4081	Civic Events	2000	4239	2,000	390
	Civic Events Income	0	-1,549		
104/4087	Civic Service	0	512	500	0
104/4706	Christmas Lights *	18,000	18,451	20,000	0
104/4720	Remembrance Service	800	1722	1,000	0
1104/4717	WWI	1000	951	n/a	n/a
104/1701	Christmas event Income	2,900	-3,353	3,500	0
210/4085	Town Park Events	0		6,500	2,460
210/1020	Town Park Event Income	0	-183	183	3,262
301/4801	Events Funding	1,500	1,861	1,500	316
301/1002	Events Income	2,000	-1,086	2,000	375
107/4707	Catenary Cable Maintenance	1,600	97	1,600	27
107/4715	Inspire	3,500	4,582	3,500	0
107/4718	Warminster Wobble	3,000	3,000	3,000	0
	VE Day	N/A	n/a	0	0

* Christmas Lights – The cost of the Wheelers contract is £18,000

Members are invited to consider the events and budgets above and make any recommendations to the Finance and Assets Committee.

12. Request re Warminster Arts Week

To note the letter (see attached) received requesting support for a 'Warminster Arts Week' and a presentation at the Finance and Asset Meeting on 4th November. Members are invited to consider the letter and make a recommendation to the Finance and Assets Committee.

13. 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.

Terms of Reference

Town Promotion Sub-Committee

The Town Promotion Sub-Committee meets to consider how to promote the town as a place to live, work and enjoy. This shall include consideration of events, publicity and marketing and the promotion of the town as a destination for visitors.

1. Membership

- 1.1 Four elected Members.
- 1.2 Co-opted non-members as appropriate.

2. Delegated Business

- 2.1 The sub-committee will agree an annual calendar of Town Council events and requests from outside organisations to use the park for their own events. This will include dates and budget cost. All expenditure for such events will be referred to The Finance and Asset Committee for approval.
- 2.2 A member of the Town Promotion sub-committee shall chair all Town Council events.
- 2.3 The Mayor and members of the Town Promotion Sub-committee will be invited to attend the post-mortem reports into Town Council events in order to ascertain the performance and suitability of the event for future support. All hours worked by staff including the time-off-in-lieu which is taken shall be included in the report.

3. Referred Business

- 2.1 To consider and make recommendations to the Finance and Assets Committee on any matters relating to promotion of the town and any matters referred to the Sub-Committee by the Finance and Assets Committee or Full Council.

Fiona Fox
Town Clerk
Warminster Town Council
Sambourne Road
Warminster
BA12 8LB

Dear Fiona,

I would be grateful if the Finance and Assets Committee could consider the following proposal at their meeting on 2nd September. Unfortunately I will be unable to attend as I will be out of the country, but I hope to send a colleague to represent me.

In early October last year, I organised an eight day programme of events in Warminster to showcase the talent of the townsfolk. In figures, 'Warminster Arts Week' involved 18 different venues and over 130 local performers/contributors, and raised just over £1,000 for six charities, three of which were Warminster-based. Events and activities (32 in total) included numerous music concerts, art exhibitions, interactive workshops and open days.

The 'Arts Week' pilot project was run as a low-cost, low-risk venture, to test for viability and measure the local desire for such events. Given the wealth of support given to this pilot project, it is my intention to make 'Warminster Arts Week' a biennial event, premising there is sufficient support from the Town Council/Local Area Board.

As a self-funded project, the pilot was run on a zero budget, i.e. any costs (mainly venue hire and advertising) were paid upfront by myself and recouped from optional donations collected at each event. All monies in excess of this amount were donated directly to the chosen charities; I paid myself no wage and all event holders/performers donated their time for free. The services donated in kind by myself totalled around £3,500 with an additional £6,720 worth of donations in kind submitted by other Warminster residents.

The pilot project was organised in six highly intensive weeks; preparation for the follow up, scheduled for October 2020, will begin upon receipt of a favourable response from the Town Council. Given the discontinuation of The Warminster Festival, there seems a real need to develop viable alternatives. I would also welcome the opportunity to work closely with the Town Council to craft a long-standing event for the town to enjoy and look forward to.

If you think this may be achievable, I will be available to attend the following Finance & Assets meeting on November 4th, and would be very happy to meet at any other convenient time.

Yours sincerely,

Thomas Hiscocks