

## AGENDA

20<sup>th</sup> February 2023

Dear Councillor

You are summoned to the:

**Extra-Ordinary Meeting of Warminster Town Council**  
**on Monday 27<sup>th</sup> February 2023 at 6.30pm**  
**to be held at**  
**Civic Centre, Sambourne Road, Warminster, BA12 8LB**

**Membership:**

<b>Cllr Allensby (West)</b>	<b>Cllr Keeble (West) Vice Chairman of the Council and Deputy Mayor</b>
<b>Cllr Brett (East)</b>	<b>Cllr Macfarlane (West)</b>
<b>Cllr Cooper (Broadway)</b>	<b>Cllr Parks (North)</b>
<b>Cllr Davis (East)</b>	<b>Cllr Robbins (East) Chairman of the Council and Mayor</b>
<b>Cllr Fraser (West)</b>	<b>Cllr Syme (Broadway)</b>
<b>Cllr Fryer (Broadway)</b>	<b>Vacancy – (East)</b>
<b>Cllr Jeffries (North)</b>	

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



**Cllr Chris Robbins**

**Mayor of Warminster**

**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. **Chairman's Announcements**

Chairman's Announcements.

4. **Questions**

**To receive** questions from members of the council submitted in advance to the Clerk.

***Standing Orders will be suspended  
to allow for public participation.***

5. **Public Participation**

**To enable** members of the public to address the Council with an allowance of three minutes per person regarding any item on the agenda and **to receive** any petitions and deputations. The Mayor may read out statements submitted in advance.

***Standing Orders will be reinstated  
following public participation.***

6. **To Authorise the sealing of Documents**

Wiltshire Council is running a Wiltshire Towns Programme aimed at helping market towns in Wiltshire.

The town council has previously submitted a Town Centre Action Plan to Wiltshire Council. Wiltshire Council has agreed to fund the following deliverables/Interventions.

- Improve and expand existing events (e.g. Spring in the Park, Christmas Light Switch on, Window competitions) and hold new events (e.g. Book Festival, Ice cream and Bubbles Festival, Bandstand events, indoor market). £10,000
- Develop greater pedestrian circulation around the town centre and create longer dwell time via signage, information boards, visitor guide, town trails, maps, improved online presence and publicity. £10,000

Total Grant £20,000

It is proposed that the parties seek to enter into a Grant Agreement for the Provision of the Wiltshire Towns Programme - Activity Generation Allocation Funding so that Warminster Town Council receive the grant.

**Members to approve.**

7. **Brown Signs and White Tourism Signs**

The 5 Brown & White Tourism signs that are positioned at 5 locations on entry or on the way towards Warminster, are in need of updating. Their purpose is to attract visitors to Warminster. The signs list attractions available in Warminster. Officers have worked with Wiltshire Council and Visit Wiltshire to produce a proposal to refresh and update the signs. **(See summary attached).**

Visit Wiltshire have approved our application and are happy to proceed. The expenditure is £4250 for the signs and £650 for Wiltshire Council's Project management, total £4,900. Funding to come from the Earmarked Reserves for Capital Projects.

**Members to approve.**

8. **Communications**

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.uk.com](http://www.warminster.uk.com) or by contacting us at Warminster Civic Centre.

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## **Brown and White Tourist Sign Application Summary**

The application was made in accordance with the Brown and White Tourism Signposting Guidance Notes, which details the eligibility criteria, supporting evidence required to submit with an application.

<b>Five tourism signs are required</b>
All current signs need replacing as they are out of date. One sign also needs re-siting as there is now a speed limit sign place directly in front of it.
<b>Symbol and wording:</b> The wording and symbol required on the tourism signs
Symbol: T1 Information – to be written with WARMINSTER Historic Market Town T114 Lake Pleasure Grounds T115 Nature Reserve T164 Athenaeum Centre Theatre T105 Historic Buildings T12 Accommodation
<b>Location of signs on the road network:</b>
Location: These <b>locations are approximate</b> . The only one that is re-siting is marked with * A350 <a href="https://w3w.co/shady.gratitude.fishery">https://w3w.co/shady.gratitude.fishery</a> A362 <a href="https://w3w.co/supposed.terminology.enough">https://w3w.co/supposed.terminology.enough</a> A350* <a href="https://w3w.co/diverting.croak.fruitcake">https://w3w.co/diverting.croak.fruitcake</a> A350 <a href="https://w3w.co/beards.dumpy.racetrack">https://w3w.co/beards.dumpy.racetrack</a> B3414 <a href="https://w3w.co/masts.myth.informed">https://w3w.co/masts.myth.informed</a>
<b>Directions to and promotion of the location:</b> Please explain how you promote the location of your attraction or facility and how you give visitors from outside the local area clear directions.
Finger signs to direct visitors around the town. They feature at or around all junctions or alleyway entrances. Car Parking signage directs traffic to the carparks.  The Town Centre Action Plan is currently being reviewed, in which directional signage is a priority action point. Our Town Council Webpage gives locations, directions and maps. The Town Park, Civic Centre and Town Council Facebook pages are regularly updated. With the recent popularity of Instagram, we regularly post Warminster Walks and other events within Warminster. Many of the attractions and businesses in Warminster are proactive to market their attractions with an online presence. We support this by sharing the promotion using our website and social media. Increasingly we are trying to make sure we use Visit Wiltshire as promotion of all events held in and around Warminster. Currently, we feature on the '15 charming market towns to visit in Wiltshire' page. We hope to be able to increase our presence on the Visit Wiltshire site by increasing the addition of more of the attractions that Warminster has to offer and the inclusion of more pictorial references. Warminster Town Council are proud to be working with the 'Wiltshire Towns Programme' overseen by Wiltshire Council. From this, a draft action plan has been submitted to the 'Wiltshire Towns Programme' for funding to support the development of visitor economy. This would include the introduction of town trails,

that would be available in different guises with the same outcome. Additionally, work has already begun developing podcasts that relate specifically to the fabric of what makes Warminster 'Wonderful' #wonderfulwarminster.

**Need for signs and value to the tourism market:** Why is there a need for brown and white tourism signs and how it is of significant value to the tourism industry. Please provide evidence to demonstrate this.

Warminster Town Council endeavour to encourage visitors to the town to bring business and commerce to the town through the economic tourism that increases by 50% in the summer season. The revenue from Town Council run services, goes to support ongoing upkeep and development of Town Council service for the public.

The Lake Pleasure Ground has grown from being a basic park to a highly visited venue for all ages that houses a multitude of activities and attractions.

The Athenaeum Theatre Centre, the oldest theatre in Wiltshire, has been significantly upgraded and continues to be upgraded to the relevance of current lifestyle. It now offers many events beyond just theatre production.

The heritage of Warminster is becoming an element of increasing interest – the Blue Plaque trail and other trails around the town are great attraction with wide reaching acclaim. The BBC have covered the Bird Trail devised voluntarily by a local artist. The Smallbrook Nature Reserve, looked after by Wiltshire Wildlife Trust, is undergoing significant works to support the ecology of the reserve with a re-meandering project. This will support and encourage new wildlife making this a more thriving meadow than it already is.



Existing signage – Note: Out of date symbol for Lake Pleasure Grounds, Museum listed but in reality, a very small attraction.