



WARMINSTER TOWN CENTRE



VISION FOR THE TOWN CENTRE

We know all town centres have had a challenging time in recent years. Here in Warminster, the town council is working with Warminster Business Network (chamber of commerce) to ensure our town centre not only survives but thrives. We want to expand on the recent success of the Warminster Independent Markets and make them a permanent feature, attracting people to our town centre and helping them rediscover all Warminster has to offer. We want to smarten-up the town and encourage people to visit more often and stay longer.

Warminster Town Council & Warminster Business Network recognise that while we don't have the authority to manage empty town centre properties or demand that property owners maintain their buildings, we can still make a significant impact by focusing on what we can control. We are therefore calling on all local businesses to join us in our 'Tidy-Up Smarten-Up' Campaign to help improve the appearance of Warminster. A lick of paint, clean windows, graffiti removal or simple repairs can make a big difference. We encourage all businesses to take small steps to enhance the look of their premises.

Warminster Business Network has access to funding for these kinds of activities. If your business could benefit from this support, please get in touch with them to find out what help is available - chair@warminsterbusinessnetwork.co.uk.

TIDY-UP SMARTEN-UP CAMPAIGN

TAKING ACTION

Warminster Town Council is undertaking a number of initiatives to improve the vibrancy and appeal of the town centre:

- **Smartening-up the town centre** - rubbish bins, fingerpost signs and street signs are being repaired and repainted.
- **Cleaning-up the streets** - the team remain busy removing weeds and litter.
- **Promoting local tourism** - themed town trails on the Explore Wiltshire App have been developed and promoted, with prizes that encourage people to visit the town centre.
- **Supporting local attractions** - grants have been given to The Athenaeum and Chapel of St Lawrence to help maintain these assets for the community.
- **Public toilet upkeep** - maintaining the ongoing upkeep of the public toilets.
- **Improving the Lake Pleasure Grounds** - investment in the town park to provide a wider range of activities for the community and visitors to enjoy.

MARKET SUCCESS

The Warminster Business Network and Warminster Town Council have worked together to organise the Independent Markets in the town centre. The Spring Market attracted an estimated 10,000 visitors to the town and many of the shops reported increased sales. It is our aim for retailers to capitalise on the markets and we encourage shop owners to open their businesses when these events are being held.

Each market will have a different theme to keep them fresh and distinctive. The council and Warminster Business Network remain committed to supporting these events ensuring they grow and become even more successful in the future.

LOOKING AHEAD

The recent work carried out for the review of the Warminster Neighbourhood Plan has highlighted that the core area of the town centre should continue to focus on retail, leisure and services. On the fringes of the town centre, empty shops should be converted back to residential use. In addition to providing housing, this will revitalise the area with more residents who will support local businesses. Empty space above shops in the town centre should also be brought back into use as residential or commercial space, adding value and utility to existing properties.

TOWN REGENERATION WORKING GROUP

As part of the council's commitment to improve the town centre, a working group has been formed. The group considers potential ideas and initiatives on how to enhance the town centre. Members include representatives from the council, Warminster Business Network, Three Horseshoes Walk Shopping Centre and The Athenaeum Centre. If you would like to put forward any suggestions or help contribute, please get in touch – admin@warminster-tc.gov.uk.



WARMINSTER BUSINESS NETWORK

BECOME A MEMBER

Are you interested in networking with other local businesses to share ideas, get mutual support and encouragement, access training and learn from others? You may want to consider joining the Warminster Business Network, a recently formed forum which fosters collaboration and growth among businesses in the area.

The Warminster Business Network also offers links with the town council and Wiltshire Council. Additionally, the network provides a channel to communicate with the local MP and national institutions, ensuring that your views on how to enhance Warminster are heard.

If you are keen on joining Warminster Business Network or would like further information, please contact info@warminsterbusinessnetwork.co.uk for further details. Membership is affordable and starts from just £20 dependent on business size.

WBN
Warminster
Business
Network

MORE SHOPS ON THE WAY

Earlier this year, Wiltshire Council invited local businesses to apply for grants ranging from £1,000 to £10,000. These grants aim to support businesses in moving into empty commercial units in the town centre. We are pleased to report that three applications have been approved, marking an encouraging step towards revitalising the town centre.

FORTHCOMING EVENTS

- Bands in the Bandstand - Saturdays, June to August
- Summer Market - 29th June
- Inspire Music Festival - 7th July
- Warminster Park Centenary - 26th July
- Ice Cream & Bubbles Festival - 3rd August
- Health, Sport & Wellbeing Open Day - 21st August
- Autumn Market - 1st September
- Heritage Open Days - 6th to 10th September
- Warminster Carnival - 26th October
- Pumpkins in the Park - 27th October
- Christmas Market - 30th November
- Christmas Lights Switch-On - 30th November

Find further details including times and venues at:
www.warminster-tc.gov.uk



CRIME & ANTI-SOCIAL BEHAVIOUR

We understand that crime and anti-social behaviour can be devastating for small and large businesses. To support the town centre businesses, the council has implemented several initiatives:

- **CCTV** - a state-of-the-art CCTV system has been installed to tackle crime and to help people feel safe.
- **ShopWatch** – a collaborative programme where stores alert each other to crime and anti-social incidents.
- **Youth Initiatives** – introduction of youth workers and free youth activities to engage young people positively.

These schemes have led to many high-profile successes, with offenders punished and goods returned to stores. If you would like to benefit from ShopWatch, please contact admin@warminster-tc.gov.uk.

KEEP IN TOUCH

To stay updated with the latest news and events from Warminster Town Council, follow us on Facebook at 'Warminster Town Council and Civic Centre', Instagram on [@warminstertowncouncil](https://www.instagram.com/warminstertowncouncil) or visit warminster-tc.gov.uk. To receive a digital newsletter, sign-up on the website's home page.

If you have a specific topic you would like included in future editions of the newsletter, or if you have a positive story to share, please let us know by contacting admin@warminster-tc.gov.uk.

ROAD CLOSURES

Over the coming months several road closures will be implemented in Warminster, including the part closure of Weymouth Street for seven months, starting in August, whilst essential maintenance works are being completed. To find out more details visit warminster-tc.gov.uk. Local road closures are also published on the 'Warminster Town Council and Civic Centre' Facebook page.

