

WARMINSTER TOWN CENTRE



SMARTEN-UP TIDY-UP CAMPAIGN

We have received a strong response to our 'Smarten Up Tidy Up' campaign, which was launched in June. This initiative aims to improve the overall appearance of Warminster by encouraging local businesses to enhance their premises.

Six businesses have enquired about funding to help them with improvements and several businesses have pledged or already begun painting and making other enhancements.

If additional businesses express an interest in participating, more funding may be made available. We encourage all local businesses to get involved in this effort; further details can be obtained from chair@warminsterbusinessnetwork.co.uk.

In the last newsletter we highlighted several initiatives undertaken by the town council to improve the vibrancy of Warminster including the repainting of the fingerpost signs and removal of high street weeds. More recently, bunting and flags have been erected for the summer season to further improve the appeal of the town. Thanks must go to Wiltshire Council for providing the majority of funding for these projects via the Wiltshire Towns' Programme.

POSITIVE PUBLICITY

Warminster has been gaining plenty of positive publicity recently. The town has been heavily featured in **West Wilts Magazine** in recent editions, showcasing the town's offering and vibrant local culture. **BBC Radio Wiltshire** has also broadcast several interviews highlighting our town's unique offerings and community spirit. Additionally, local press coverage remains strong, helping to project a positive image of Warminster. This visibility is crucial as we strive to further increase the profile of the town both locally and further afield to attract people to the town.

CRIME & ANTI SOCIAL BEHAVIOUR

A significant amount of evidence has been gathered about a small group of individuals who have been causing multiple problems in the town centre recently, primarily collected through Warminster CCTV. Although the criminal justice system can be slow, we do expect some serious penalties to be imposed soon.

A meeting was recently held with the Wiltshire Police and Crime Commissioner, senior police officers, the local community policing team, retailers and town councillors to discuss what more could be done to tackle crime and antisocial behaviour in Warminster. The police emphasised two key action points for businesses:

- Report all Crimes - reporting every crime ensures police resources are allocated effectively.
- Join Warminster ShopWatch – this initiative helps businesses collaborate with the police and each other to prevent crime.

If you are interested in joining ShopWatch please email: mark.chalmers@warminster-tc.gov.uk or call 01985 217604.

FORTHCOMING EVENTS

- Imberbus - 17th August
- Autumn Market - 1st September
- Heritage Open Days - 6th to 15th September
- Warminster Carnival Fun Day in the Park - 8th 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

ROAD CLOSURES REMINDER

Please be aware of the partial closure of Weymouth Street for seven months while a massive water tank is installed to prevent sewage overflow into local rivers during heavy rain.

Additionally, there will be road closures for the Autumn Seasonal Market on Sunday, 1st September.

For further details go to:

warminster-tc.gov.uk/council/road-closures/

FOOTFALL DATA

In June, footfall for the Three Horseshoes Walk Shopping Centre was up 7.5%, a remarkable achievement compared to the south-west region, which saw a decline of 4.9%, and the UK as a whole, which was down 1.5%. A total of 180,000 people visited the Three Horseshoes Walk shopping centre, marking the highest numbers in recent years.

IMBERBUS - 17TH AUGUST

The Imberbus event is coming up! This annual event features a fleet of vintage buses transporting visitors to the abandoned village of Imber, located about 7 miles northeast of Warminster. Last year, the event drew 4,000 participants and raised £40,000 for charity.

While last year's event faced some traffic congestion issues due to a bus breakdown, the town council and Warminster Business Network have been working with the event organiser to ensure a smoother experience this year. Our goal is not only to improve logistics but also to encourage visitors to explore the town and support our local businesses.

Each bus passenger will receive a brochure containing a guide to Warminster town centre, and there will be a designated exhibition at The Athenaeum detailing the history of Imber. By showcasing what Warminster has to offer, we hope to encourage visitors to return to our town again.

WARMINSTER ON THE RISE

Warminster is experiencing exciting growth with new developments which will benefit both residents and the local business community:

- It's great to see several new shops opening. With frontages being freshly repainted, the town's overall appearance will be enhanced.
- No. 3 High Street has finally been demolished, opening up space for future development.
- McDonald's has opened a new restaurant, employing around 70 part-time staff. Its location in the centre of town will draw more visitors and boost footfall for local businesses.
- Town Pets and associated shops/flats are now on the market.
- Seasonal markets and events continue to attract people into the town, raising the profile of the town and creating more opportunities for local businesses.



LONGLEAT SAFARI TOWN TRAIL

Longleat has teamed up with Warminster Town Council to sponsor a town trail during the summer holidays, offering participants a chance to win a Bronze VIP Safari Tour for six people. Fourteen posters featuring Longleat animals are displayed in businesses across the town centre. This trail is a great way to encourage people to explore the town and discover its many shops and businesses. To take part in the trail the 'Explore Wiltshire' App needs to be downloaded.

The competition will run until Monday, 2nd September. All competition participants will receive a prize and will be entered into the draw to win the safari tour. If you would like a poster to promote the trail or would be interesting in being involved with the next town council trail, contact us at admin@warminster-tc.gov.uk. For further details scan the QR code.

SEASONAL MARKETS

Warminster's Seasonal Markets have been a resounding success, bringing thousands of visitors to our town. These markets are a fantastic way to boost exposure for Warminster and its businesses.

Local businesses reported that the markets have provided some of their best trading days, with sales often two to three times higher than usual. Visitors are not only exploring the town but are also eager to spend.

The Autumn Market is being held on Sunday, 1st September and will have a food and drink festival theme. We have an exciting lineup of stalls already booked. Don't miss out on this opportunity to showcase your business and sell your goods.

For further details contact:

thewarminsterindependent@gmail.com



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JOIN WARMINSTER BUSINESS NETWORK (WBN)



Are you a local business owner or entrepreneur in Warminster looking to grow and connect with other professionals? The Warminster Business Network (WBN) offers invaluable benefits to its members, including training workshops and networking opportunities. We invite you to join us and have your voice heard.

Gary Timperley, WBN Treasurer and partner in Bloomin Crackers says “The more people who join and share their views, the more we can influence others. Warminster Business Network is for the whole of BA12, including homeworkers, self-employed individuals, the digital market, and the business parks; it’s not just about the shops in the centre of the town. With training events planned and a membership that includes CFOs, CEOs, accountants, directors, partners, and business owners, WBN offers a wealth of knowledge and expertise. A thriving network will improve our chances of attracting external funding to help regenerate the town”.

WBN membership starts from as little as £20 per annum, dependent on the size of your business. For further details contact: info@warminsterbusinessnetwork.co.uk



STAY IN TOUCH

To keep updated with the latest news and events from Warminster Town Council, follow us on:

- Facebook: Warminster Town Council and Civic Centre
- Instagram: [@warminstertowncouncil](https://www.instagram.com/warminstertowncouncil)
- Website: warminster-tc.gov.uk.

Sign up for our digital newsletter 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 contact us at admin@warminster-tc.gov.uk.