

WARMINSTER TOWN CENTRE



WARMINSTER JOINS COUNTY TOURISM PLAN

Warminster Town Council has confirmed its support for the creation of a new Local Visitor Economy Partnership (LVEP) for Wiltshire, led by VisitWiltshire and backed by Wiltshire Council.

The LVEP is part of a national initiative designed to strengthen tourism across England. It aims to bring together local and national partners to grow the visitor economy, attract investment and support local businesses.

By joining the LVEP, Warminster ensures it has a voice in shaping the future of tourism in the county. The partnership will open up new opportunities to promote the town as a destination, boost visitor numbers and support local jobs and services.

Whilst tourism is one of several contributors to Warminster's economy, the Town Council's £5,000 funding commitment for 2025/26 highlights its support for county-wide efforts to promote the town, support local businesses and enhance its appeal to visitors.

Warminster Town Council is investing nearly £10,000 to expand CCTV coverage across key areas, including car parks and public toilets. This upgrade builds on the digital system installed two years ago, which has already proven vital in deterring crime and supporting investigations.

New 'bullet cameras', a multi-view unit and automatic number plate recognition cameras will be funded through the Community Infrastructure Levy (CIL)*. The move strengthens an already strong CCTV network, helping protect local people and businesses.

WARMINSTER STEPS UP CCTV COVERAGE

*CIL – planning charge placed on new development to help deliver infrastructure for the local area.

IMBERBUS

Warminster is once again preparing to welcome the hugely popular Imberbus event, taking place this year on Saturday 16th August. This unique annual event features a vintage Routemaster bus service to the abandoned village of Imber on Salisbury Plain, along with routes to surrounding villages – departing from and returning to Warminster Railway Station.

Each year, thousands of visitors from across the UK descend on the town to take part, offering a major boost in footfall. For local businesses, this represents a fantastic opportunity to showcase everything Warminster has to offer.

MAKING THE MOST OF IMBERBUS DAY

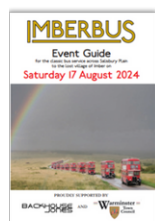
Feedback from last year highlighted that many visitors were surprised to find few eateries open when buses returned in the afternoon. With services running between 9am and 6pm, local food and drink venues are strongly encouraged to consider extended opening hours to cater for the steady flow of returning visitors. Not only could this mean increased sales but it also helps create a lively and welcoming town centre that encourages people to explore, linger and hopefully return another time.

ADVERTISING OPPORTUNITIES

The Imberbus team is once again producing a printed and digital brochure to accompany the event. With a print run of 7,500 copies, distributed directly to attendees and a digital version available via the event website. This is an excellent low-cost advertising opportunity for local businesses.

Advertising rates start from just £30 for a half-page and £60 for a full-page. Spaces are limited and allocated on a first come, first served basis.

To book your advert or find out more, contact admin@warminster-tc.gov.uk or call 01985 214847.



Welcome to Warminster



2025 EVENTS

- Warminster Book Festival - 7th & 8th June
- Summer Market - 29th June
- Inspire Music Festival - 6th July
- Food & Drink Festival - 11th to 13th July
- 80th Anniversary WW2 Show - 26th to 27th July
- Ice Cream & Bubbles Festival - 2nd August
- Imberbus - 16th August
- Skatepark Jam - 27th August
- Autumn Market - 31st August
- Warminster Carnival - 25th October
- Christmas Market & Lights Switch on - 29th November

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

NEW INFORMATION BOARDS WELCOME VISITORS

The town council has installed new visitor boards, now in place at Central Car Park, the railway station and Western Car Park. Each board offers a colourful, easy-to-follow map of the town centre, highlighting local attractions and a dedicated space for up-to-date posters displaying upcoming town council events. Designed to inspire exploration, the boards help visitors make the most of their time in town.

This initiative supports the town council's wider efforts to enhance the visitor experience with funding provided by Wiltshire Council through the Wiltshire Towns Programme.



Wiltshire Council

WARMINSTER BUSINESS NETWORK

BECOME A MEMBER

WBN
Warminster
Business
Network

Are you interested in networking with other local businesses to share ideas, get mutual support and encouragement, access training and learn from others? Consider joining the Warminster Business Network, a 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.

NEW PLANTERS TO PROTECT AND ENHANCE

Two new planters will be installed in Market Place as part of broader town centre improvements. As well as adding colour and enhancing the look of the area, the planters will play an important role in public safety.

In line with new national counter-terrorism legislation (known as Martyn's Law), they are part of measures designed to reduce the risk of hostile vehicle attacks and help create a safer environment.

Outside of event times, the planters will act as a barrier to prevent accidental vehicle access, improving pedestrian safety and creating a more secure environment for shoppers.



REUSABLE CUP CAMPAIGN

The town council, in collaboration with local independent cafés & eateries

recently launched the Reusable Cup Campaign, an initiative aimed at reducing single-use cup waste in the community.

To help raise awareness, a social media competition is running for six months to October, highlighting participating businesses.

To find out more visit: warminster-tc.gov.uk



WEYMOUTH STREET CLOSURE UPDATE

The partial closure of Weymouth Street, scheduled to accommodate major sewage works, has been extended due to unforeseen complications. Wessex Water remains committed to completing the installation of the new storm tank as efficiently as possible. The work is now expected to be completed this July.



Wessex Water photo showing scale of the excavation at Weymouth Street

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 or visit warminster-tc.gov.uk.

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.