

MINUTES
Town Promotion Sub-Committee
Warminster Civic Centre
Monday 8th January 2018
5.30pm

Committee Membership:

CLlr Sue Fraser, Vice Chairman (West)	*	CLlr Nick Pitcher, Chairman (Broadway)	*
CLlr Tony Nicklin (West)	A	CLlr Chris Robbins (East)	*

Outside representatives: Councillor Tony Jackson (*), Melvin Davis (*), Anne Francis (A), Muzib Rahman (A), Andrew Robinson (A), Chris Spender (AB), Len Turner (*).

Key: * Present A Apologies AB Absent

In attendance:

Officers: Fiona Fox (Town Clerk), Veronica Mills (Administration Officer).

Public and press: CLlrs P Batchelor and S Jeffries; 1 member of the public, 0 members of the press.

TP/17/018 Apologies

Apologies were received from Councillor Nicklin, Ann Francis, Muzib Rahman and Andrew Robinson.

TP/17/019 Declarations of Interest

None.

TP/17/020 Minutes

TP/17/020.1 The minutes of the meeting held on 6th November and all actions contained therein **were approved**.

TP/17/020.2 There were no matters arising that were not on the agenda.

TP/17/021 Chairman's Announcements

None.

TP/17/022 Public Participation

Standing Orders would be suspended later in the meeting for Victoria Coombes to speak on her agenda item.

TP/17/023 Reports from Unitary Authority Members

Cllr Jackson reported that the access for the proposed hotel at Tascroft has been approved. This would mean improvements to the roundabout on the A36 and the access from the Frome Road to Pine Lawns cemetery.

TP/17/024 Actions from Last Meeting – for Update

TP/17/024.1 (TP/17/12.1 refers) Melvin Davis would continue to look for a business that would accept visitors. Melvin had had little success, with businesses citing health and safety/food safety as the main issues. It was agreed that the Maltings, the Biodigester and the Athenaeum were the best places to organize regular visits.

TP/17/024.2 (TP/17/012.2 refers) Cllr Pitcher to sound out whether businesses would wish to advertise on a town map. Cllr Pitcher had investigated Local Authority Publishing (LAP) as an alternative. They produce annual guides for councils at no cost, paid for by advertising acquired by LAP. The Council had used LAP for several years in the past but getting the guide out in a timely fashion had proved increasingly difficult, with the last one being published in August after most of the town events had take place. Heart of Warminster was now producing a similar publication. Having a good town map was still the preferred option with the suggestion that noticeboards could be placed in the centre of town. The Community Hub had a noticeboard available in the Cornmarket. The maps provided by Cityscape for Frome and Wilton were good examples of what was required. **A meeting with Cityscape would be arranged to establish costings and whether the map could also be produced electronically.**

TP/17/024.3 (TP/17/012.3 refers) Anne Francis to check whether there was an exclusivity clause on the Warminster mugs. In Anne’s absence, item deferred until the next meeting.

Members agreed to move agenda item 11 Summer Walks forward to allow Victoria Coombes to speak. Standing Orders were suspended at 6.12pm

TP/17/025 Summer Walks

Victoria was disappointed at the numbers that turned up for her walks. The majority who participated were people who knew her. If she were to continue to run them she would like the Town Promotion Sub-Committee’s help in bringing the walks to a wider public. She wanted new people to discover the hidden places that were the highlights of her walks and asked whether the Town Promotion Sub-Committee wished her to continue. Members felt that more information should be given about the hidden gems that were included. All felt that the walks should remain local and not go further afield. The walks could be advertised on the Council’s website and noticeboards and the noticeboards at the Pavilion Café, plus on Visit Wiltshire.

Standing Orders were reinstated at 6.27pm

It was agreed that provided Victoria was willing to continue the walks, the Town Promotion Sub-Committee would support them.

- TP/17/026** **Market Towns Forum, Visit Wiltshire and Other Sources**
TP/17/026.1 Visit Wiltshire There was a need to use Visit Wiltshire more to get full benefit from the membership. **It was agreed to invite David Andrew from Visit Wiltshire to speak to the committee.**
- TP/17/026.2 Market Towns Buddy Scheme** Devizes were happy to buddy with Warminster and would send someone to mystery shop Warminster and report back. Anne Francis would do the same in Devizes.
- TP/17/027** **Warminster Brand**
TP/17/027.1 (TP/17/014.1 refers) A logo had been designed for the Lake Pleasure Grounds and was under review.
- TP/17/027.2 (TP/17/014.2 refers)** Cllr Jackson had asked the Community Area Transport Group (CATG) to add the placement of the brown heritage signs on the A36 to the next CATG agenda, to be discussed on 8th February.
- TP/17/028** **Cleanliness of the Town**
The Council had signed up to the Great British Spring Clean. The issue of businesses being encouraged to keep their own areas clean would be deferred until the next meeting.
- TP/17/029** **Projects**
TP/17/029.1 (TP/17/016.2 refers) – World Record Live Nativity 1st Yorks had failed to get the required support for their record attempt. Members felt it would not be worth trying to do this again as less than half the numbers had been achieved.
- TP/17/029.2 (TP/17/016.3 refers) May Day** The May Day event would be held on Sunday 6th May. The focus would be on setting up the park for the forthcoming season and to launch the boats back on the lake. Charities would be invited to run activities as fundraisers. More information would be available at the next meeting as to how the committee could be involved.

Meeting closed at 6.47pm