

22<sup>nd</sup> December 2017

Dear Councillor

You are summoned to a meeting of the:

**Town Promotion Sub-Committee**  
**on Monday 8<sup>th</sup> January 2018 at 5.30pm**  
**at the Civic Centre, Sambourne Road, Warminster, BA12 8LB**

**Committee Membership:**

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

Outside representatives: CLlr Tony Jackson (TJ), Melvin Davis (MD), Ann Francis (AF), Muzib Rahman (MR), Andrew Robinson (AR), Chris Spender (CS), Len Turner (LT). Officers: Fiona Fox (Town Clerk) and Veronica Mills (Administration Officer).

Copied to all other members for information.

Yours sincerely



**Fiona Fox BA (Hons) MCIPD FILCM**  
**Town Clerk**

Members of the public are welcome to attend meetings of the Council and Committees, unless excluded due to the confidential nature of the business.

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**AGENDA**

1. **Apologies**  
**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. **Minutes**

**3.1 To approve** as a correct record, the minutes of the Town Promotion Working Group meeting held on 6<sup>th</sup> November 2017; copies of these minutes have been circulated and Standing Order 17a provides that they may therefore be taken as read.

**3.2 To note** any matters arising from the minutes of the Town Promotion Working Group meeting held on 6<sup>th</sup> November 2017.

4. **Chairman's Announcements**

**To note** any announcements made by the Chair.

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

5. **Public Participation**

**To enable** members of the public to address the sub-committee with an allowance of three minutes per person regarding any item on the agenda and **to receive** any petitions and deputations.

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

6. **Reports from Unitary Authority Members**

**To note** reports provided.

7. **Actions from last meeting – for update**

**TP/17/012.1 MD would continue to look for a business that would accept visitors.**

**TP/17/012.2 Councillor Pitcher to sound out whether businesses would wish to advertise on a town map.**

**TP/17/012.3 AF to check whether there was an exclusivity clause on the Warminster mugs.**

8. **Market Towns Forum, Visit Wiltshire and other sources**

The Town Clerk has spoken to Visit Wiltshire and would be looking at how to get better value for our membership. A buddy relationship with Devizes has been arranged – AF to visit as secret shopper. The Clerk and AF to report back.

9. **Warminster Brand**

**TP/17/014.1** A logo has been designed for the Lake Pleasure Grounds.

**TP/17/014.2** TJ to report back on the placement of the brown heritage signs on the A36 and A362.

10. **Cleanliness of the Town**

The Town Clerk to report back on contact with Kingdown and flyers for businesses. See the great British Spring Clean, 2–4 March 2018 <http://www.keepbritaintidy.org/get-involved/support-our-campaigns/great-british-spring-clean>. Businesses to get involved?

11. **Projects**

**TP/17/016.2 World Record Live Nativity** The record had not been achieved and many people claimed to know nothing about it. How do we get information out to the public?

**TP/17/016.2 Summer Walks** Victoria Coombes has approached the Town Promotion Sub-Committee to establish whether they are interested in her continuing with her summer walks.

“I would like to know if the team think there is enough interest in running another series and if so what help can they offer in the way of promoting them.

I am attaching the statistics for the past five years which may be of interest – also the figures for this year’s walks and a programme as an idea of what happens.”

See details attached. **Do we want to support continuing the walks? There was a cost of £105 to the Community Hub last year. Victoria to attend to .**

**TP/17/016.3 May Day** The Town Council is planning a new event in the town park on May Day, Monday 7<sup>th</sup> May 2018. **Members to decide how they can assist with promoting this.**

The date of the next Town Promotion Sub-Committee will be Monday 5<sup>th</sup> March 2018.

Minutes from this meeting will be available to all members of the public either from our website [www.warminster-tc.gov.uk](http://www.warminster-tc.gov.uk) or by contacting us at Warminster Civic Centre.

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## Six Summer Walks 2017

Once again Warminster Community Hub has organised a programme of six summer walks to places of interest around Warminster. Led by Victoria Coombes, a local writer with a love of the local landscape, each walk will cover around four miles and take about two hours.

Pre-booking is essential. Please sign up at the Community Hub in the Central Car Park (Tel: 01985 218548).

Cost £3 per head. Numbers limited to 20 for each walk and well behaved dogs welcome.

	<b>Walk/interest</b>	<b>Date &amp; Time</b>	<b>Difficulty</b>	<b>Start &amp; Parking</b>
1	Horningsham/Longleat Pleasure Walk	Sat 29 April 10.00am	Gentle slopes	Bath Arms, Horningsham
2	Westbury White Horse/Bratton/historic site	Sat 27 May 2.30pm	Steep slopes up and down	White Horse Hilltop Carpark.
3	Cradle Hill midsummer night/UFOs?	Fri 23 June 7.30pm	Very steep climb	Minster Church/ car-park Church St.
4	Scratchbury Hill/Norton Bavant /butterflies	Sat 22 July 4.00pm	Steep slopes up and down	Cotley Hill roundabout, Heytesbury,
5	Wylde Valley, Bird-henge sculptures, Upton Lovell.	Sat 19 August 10.00am	Mostly level footpaths	Prince Leopold, Upton Lovell
6	Fonthill Estate/lake, views	Sun 17 Sept 2.30pm	Gentle slopes	Fonthill Bishop Reading Room

## Statistics for Six Summer Walks 2013 - 17

<b>Year</b>	<b>No of walks on programme</b>	<b>Charge</b>	<b>Total no of Walkers</b>	<b>Average no of Walkers</b>	<b>Total revenue £</b>
2013	6	£2.50	72	12	180
2014	6	£2.50	60	10	150
2015	6 (1 cancelled)	£2.50	90	15	222.50
2016	6	£3.00	64	10.5	192
2017	6 (1 cancelled)	£3.00	70	11.5	210

Not included – costs of publicity, leaflets, etc.