

26<sup>th</sup> February 2018

Dear Councillor

You are summoned to a meeting of the:

**Town Promotion Sub-Committee**  
**on Monday 5<sup>th</sup> March 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 8<sup>th</sup> January 2018; 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 8<sup>th</sup> January 2018.

### 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. Town Map

**TP/17/024.2 refers – A meeting with Cityscape would be arranged to establish costings and whether the map could also be produced electronically.**

FF and VM had met with Les Ball to establish the true costs of Cityscape producing a map such as those for Frome and Wilton. The artwork would be derived from aerial photographs taken by Cityscape and would take up to 12 weeks to produce. Cityscape could install boards for displaying the map around the town which would have electronic map dispensers for visitors to purchase the map at the cost of £1. The boards would cost £3,500 each excluding installation costs. It was recommended by Cityscape that at least six boards be purchased. The artwork for the map would cost from £5,000 upwards, depending on how many boards were purchased. If the map were to be part funded by advertising, Cityscape would obtain the advertising and would take 75% of the revenue from this and from the sale of maps. The map would need to be updated every 18 months to two years and there would be a minimum print run of 1500 copies. Cityscape recommended putting aside a budget of £25,000 for the project as a realistic figure to include installation.

VM has since spoken to Les Ball about the costs of just producing the artwork and having the map printed. The artwork would be capped at £6,000 and the estimated print costs for 3,000 maps of a similar style to the Frome map would be £1,000. The Council could obtain its own advertising to offset the costs. The cost of purchasing our own noticeboards to display the maps has not yet been determined.

John Leighton had suggested a local artist may be able to produce the artwork but has since confirmed the artist has retired.

**Members to debate what action they would like to take.**

8. **Warminster Mugs**  
TP/17/024.3 refers – AF to check whether there was an exclusivity clause on the Warminster mugs.  
For update.
9. **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.
10. **Warminster Brand**  
TP/17/014.1 A logo has been designed for the Lake Pleasure Grounds (see attached).  
TP/17/014.2 TJ to report back on the placement of the brown heritage signs on the A36 and A362.
11. **Cleanliness of the Town**  
The Town Clerk to report back on contact with Kingdown and flyers for businesses.
12. **Walking Map of the Town**  
A walking map of the town had been produced by the walking group with the aid of an Area Board grant. The initial print run had been distributed free of charge. The map was now in need of an additional print run as there were very few copies left. **LT to update members on the situation and the costs involved. For decision on whether to contribute financially.**
13. **Projects**  
TP/17/016.3 **Spring in the Park** The Town Council is planning a new event in the town park on Sunday 6<sup>th</sup> May 2018. **Members to decide how they can assist with promoting this.**  
TP/17/025 **Summer Walks** Victoria Coombes has produced the programme for the summer walks that the Town Promotion Sub-Committee had agreed to promote (this should be available at the meeting). **Members to decide how to promote these.**
14. **Communications**  
**The members to decide** on items requiring a press release and **to nominate** a speaker for any item on the agenda if required.

The date of the next Town Promotion Sub-Committee will be Monday 23<sup>rd</sup> April 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.



# LAKE PLEASURE GROUNDS

*Warminster Town Park*