

## Warwick Town Centre Action Plan

2015 – 2017

### Enhancing the Environment

Project	Lead	Partners	Timescale
Work with the ongoing Warwick & Leamington Spa Area Transport Strategy	TCMG	WCC WTC WDC COT	On-going
Support Warwick StreetPride group to maintain Gold standard in the Bloom competition	TCMG	WTC Community Forum WDC Warwick Society	On-going
Improve & maintain the sense of arrival to Warwick via road, bus and train	TCMG	WTC WDC Chiltern Railways Friends of Warwick Station	On-going
Work with WDC to analyse car park usage with the aim of creating a Warwick specific strategy for increasing dwell time in the town/utilisation of car parks	TCMG	WDC WCC	December 2015
Investigate signage and flow of visitors through the town, developing appropriate strategy	TCMG	WTC WCC WDC	December 2015
Investigate innovative ways of utilising and improving Warwick Market Square	TCMG	WCC WTC WDC Businesses	Summer 2015
Initiate creative temporary uses for long-term vacant units	TCMG	WDC Landlords Businesses COT	On-going
Work with Town	TCMG	WTC	On-going

Council to maintain and improve the Christmas lights display		WDC Businesses COT	
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## Investment & Business Support

### Enhancing the Offer

Project	Lead	Partners	Timescale
Promote the WIPs vacant property database and ensure all information is up to date?	TCMG	WCC Landlords	On-going
Using available data, investigate projects to broaden economic activity within the town e.g. Sunday, or late night openings	TCMG	WCC WTC WDC Springboard ATCM	Autumn 2015
Produce a Welcome to Warwick brochure/on-line data source for new businesses to access	TCMG	Businesses/COT WDC WCC WTC	Autumn 2015
Promote the town's investment opportunities at BCSC annual conference and other key events	WCC WDC	WCC WDC	On-going
Investigate town centre projects which increase and maintain economic vitality in the town such as car parking scheme, town loyalty card	TCMG	Businesses COT	On-going
Develop and/or promote a programme of guidance for shop front maintenance & other specific licensing, planning information	TCMG	WDC WTC WCC COT Businesses	December 2015

Develop and/or facilitate a programme of skills sharing and networking for local businesses	COT	Businesses TCMG WDC	Summer 2016
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## Markets & Events

### Enhancing the offer

Project	Lead	Partners	Timescale
Maintain and improve Warwick Market for visitors and residents	TCMG	Market contractor WDC	2017
Facilitate and support a calendar of diverse events across the town	TCMG	COT Event organisers WCC WDC WTC	On-going
Work towards making the spread of events is across the whole town and are promoted early so that all businesses can support them and take advantage of increased footfall	TCMG	COT SSTA	Summer 2015
Continue to work with the Licence holder and town centre stakeholders to minimise disruption during the Mop Fairs	TCMG	Showmen's Guild Licence holder WDC COT Businesses	On-going
Look at ways to measure and evaluate the success of events & projects	TCMG	COT SSTA Businesses WDC WCC WTC ATCM	On-going
Maintain and enhance the Warwick Victorian Christmas Evening	TCMG	WDC WTC COT/SSTA	November 2015 November 2016

## Safety & Security

Investigate the future use of retail radio	WRCI	COT WRCI Police	March 2015
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## Marketing

### Promoting the offer

Project	Lead	Partners	Timescale
Review the brand image for Warwick and mission statement for the town	TCMG	WDC WCC COT/SSTA WTC SE	June 2015
Establish a marketing strategy to promote Warwick as a destination to visit both on its own and also within the wider area	TCMG	DMO WCC WDC	On-going
Co-ordinate and streamline the town's websites, communicating the purpose of each; <a href="http://www.visitwarwick.co.uk">www.visitwarwick.co.uk</a> <a href="http://www.enjoywarwick.co.uk">www.enjoywarwick.co.uk</a> <a href="http://www.warwickrocks.co.uk">www.warwickrocks.co.uk</a> <a href="http://www.unlockingwarwick.co.uk">www.unlockingwarwick.co.uk</a>	TCMG	WDC COT Warwick Rocks WTC	September 2015
Establish a shared library of quality Warwick images for publications and media opportunities	WDC	WDC SE WCC WTC	On-going
Produce an annual Events Diary to showcase Warwick's rich and diverse programme	WDC	WDC Event Organisers	Spring/Summer 2015 Autumn/Winter 2015
Review the town's promotional literature and establish what is required and how it will be delivered to businesses and promoted to the public	TCMG	WDC COT SSTA	On-going

Promote Warwick’s historical buildings and investigate projects to showcase them	TCMG	Warwick Society WDC WCC VIC	On-going
Work with the DMO to package visitor and tourist information and encourage visitors to stay longer in the town to improve its economic vitality	TCMG	WTC WCC	On-going

### Glossary

TCMG – Town Centre Management Group  
SSTA – Smith Street Traders Association  
WDC – Warwick District Council  
WTC – Warwick Town Council  
WCC – Warwickshire County Council  
VIC – Visitor Information Centre  
DMO – Destination Management Organisation  
SE – Shakespeare’s England  
COT – Chamber of Trade  
WRCI –  
WIP -