

	<b>AGENDA ITEM NO.</b>
<b>Report Cover Sheet</b>	
<b>Name of Meeting:</b>	EXECUTIVE COMMITTEE
<b>Date of Meeting:</b>	25 <sup>th</sup> March 2008
<b>Report Title:</b>	Progressing the Warwick Renaissance Project
<b>Summary of report:</b>	The report suggests a new bid is submitted to AWM for funds to develop an improved TIC/Visitor Information Centre in Warwick in partnership with the Town Council and South Warwickshire Tourism.
<b>For further information please contact (report author);</b>	Dennis Stanley tel 01926 456016 Chris Elliott tel 01926 456001
<b>Business Unit:</b>	Customer Information and Advice
<b>Would the recommended decision be contrary to the policy framework:</b>	No
<b>Would the recommended decision be contrary to the budgetary framework:</b>	No
<b>Wards of the District directly affected by this decision:</b>	Warwick
<b>Key Decision?</b>	No
<b>Included within the Forward Plan?</b>	No
<b>Is the report private and confidential and not for publication by virtue of a paragraph of schedule 12A of the Local Government Act 1972, following the Local Government (Access to Information) (Variation) Order 2006?</b>	No
<b>Date and name of meeting when issue was last considered and relevant minute number:</b>	Executive 26 <sup>th</sup> March 2007 Minute 996
<b>Background Papers:</b>	

<b>Consultation Undertaken</b>		
Below is a table of the Council's regular consultees. However not all have to be consulted on every matter and if there was no obligation to consult with a specific consultee they will be marked as n/a.		
<b>Consultees</b>	<b>Yes/ No</b>	<b>Who</b>
Other Committees		
Ward Councillors		
Portfolio Holders	Yes	Clr John Hammond
Other Councillors		
Warwick District Council recognised Trades Unions	NO	
Other Warwick District Council Service Areas		Cultural services
Project partners	Yes	Warwick Town Council South Warwickshire Tourism Ltd
Parish/Town Council	Yes	Warwick Town Council
Highways Authority	Yes	
Residents	No	
Citizens Panel	No	
Other consultees		Warwickshire County Council Warwick Chamber of Trade Warwick Town Centre Partnership
<b>Officer Approval</b>		
With regard to officer approval all reports must be approved by the report authors relevant director, Finance Services and Legal Services.		
<b>Officer Approval</b>	<b>Date</b>	<b>Name</b>
Relevant Director(s)		
Chief Executive	Feb 2008	Chris Elliott
CMT		
Section 151 Officer		
Legal		
Finance	Feb 2008	Mike Snow

<b>Final Decision?</b>	No
<b>Suggested next steps (if not final decision please set out below)</b>	
Report back to Executive on the progress of any bid to AWM	

## **1. RECOMMENDATION**

- 1.1 That a new bid for funding is submitted to AWM in partnership with Warwick Town Council and South Warwickshire Tourism. The bid would include the development of an improved TIC/Visitor Information Centre in Warwick based on modifications and/or an extension to the Court House

## **2. REASON FOR THE RECOMMENDATION**

- 2.1 Members are aware that this authority successfully bid, with the full support of Warwick Town Council and Warwickshire County Council, for £450,000 from AWM in May 2005. The funding was to provide for the development of a new TIC/Visitor Information Centre for Warwick based on the Museum in the market square and to replace the out of date visitor information panels and refresh the pedestrian signage.
- 2.2 After considerable negotiations with WCC at officer and member level it became clear that the increased revenue costs that arose from using the market hall Museum made the business plan unviable and reluctantly the grant, which AWM where unable to amend, has had to be declined.
- 2.3 The problems in terms of the visitor welcome in Warwick still remain and need to be addressed. This is recognised by AWM and, whilst the budget that afforded the last grant is no longer available, they have indicated that they would be sympathetic to a new bid at around the same level of funding support which also addressed the wider issues of developing the Warwick offer to visitors.

## **3. ALTERNATIVE OPTION CONSIDERED**

- 3.1 To remove the existing out of date signs and make Warwick less accessible to visitors. Leave the existing TIC as it is with its lack of DDA compliance and out dated facilities for visitors.

## **4. BUDGETARY FRAMEWORK**

- 4.1 This project is not proposed to have any new financial implications for WDC; developing the new bid will cost less than £5000 which is available from within existing budgets. It is anticipated that Warwick Town Council will contribute towards the costs.

## **5. POLICY FRAMEWORK**

- 5.1 The proposal will directly contribute to the Corporate Strategy aim of encouraging business growth and also aid the sustainable growth of Warwick Town Centre.