

Kenilworth Town Council

24th February 2022

Report from the Projects Working Group

1. BLEF Project

The Projects Working Group received notice from the contractors for Work Stream 3 (Locate in Kenilworth) of a change in their staff working on the project. We met online with the new staff on 7th February and agreed a revised brief and schedule for the extra filming that was agreed following the most recent report to Groundwork. The filming was scheduled for Monday 14th February but postponed due to the inclement weather. At the time of writing it has been rescheduled for 16th February. Assuming it is completed then **all members** are invited to the Council Chamber on Monday 28th February for an initial viewing of the completed video sequences. The PWG has also received a final draft of the brochure as part of Work Stream 3 and will be responding with comments in due course.

The Chair of the PWG was interviewed by Groundwork (the managers of the HS2 funds) for their annual review, and they are publishing the following item on our project:

Kenilworth Town Council is located in Kenilworth, Warwickshire.

The project encourages visitors to Kenilworth and ensures local businesses can prosper by creating a higher profile for the town during the construction works.

Kenilworth is developing a stronger digital brand and presence by refreshing the towns website and social media profile. Local businesses are also being supported to develop their digital marketing and social media presence through training packages.

Kenilworth is being promoted to national and international visitors as a place to live, learn and work through a short video series. The creation of activity trails and tourist information helps people move between attractions, getting them to stay longer and to spend more.

Cllr James Kennedy said: "Although the project has been delayed and disrupted by Covid restrictions, residents and visitors are delighted with the new visitor trails and improved Visit Kenilworth website. There has also been considerable community involvement in developing the visitor materials involving the Town Council, local historians and environmentalists, local businesses and community organisations. We are still looking forward to the results of the digital training for local businesses, provided by a Kenilworth-based company, and the videos of the town which are currently in the final stages of editing."

2. Procurement for the Wayfinding Project

The Clerk and the Chair of the Projects Working Group have met twice with Mark Baker and Linda Fairweather from WCC procurement to develop tender documents for a contractor to start work on the wayfinding provisions that members have agreed. There is still a lot of work to do, but we anticipate that the tender documents will be finalised by the Projects Working Group ready for approval at the 7th April Council meeting.

ENCLOSURE 4

Cllr James Kennedy
Chair Projects Working Group
14th February 2022