ENCLOSURE 7

Tourism Working Group: Report on Activity for Town Council Meeting 2.12.21

No meeting has been held since last Town Council Meeting: the next meeting will take place on ***10th December at 11am (Webex).*** Tourism linked shops, attraction managers, informed residents, and established interest Groups who wish to promote Kenilworth's considerable assets, encourage tourism and increase footfall for our businesses and retailers, are all warmly welcome.

Shakespeare's England had proposed a group membership option, but despite meeting with a number of hospitality outlets and a letter/email drop I wrote based on Glyn Slade's information, only three (very keen) venues, Farthing Gallery, Deli on the Hill and Kenilworth Books, have expressed interest. This is a membership only model which required 10 businesses to sign up for Gold category and would promote Kenilworth via a newsletter, press releases, social media and trade shows at a cost of £110 per annum. I have since spoken to Glyn and suggested that we should meet and discuss with Sarah Kershaw for a final push to get the 10, and with her advice, and Glyn was willing for me to set up a meeting. I also asked at the same time precisely what input he would require from the Town Council, to which I have received no response. I feel that without more proactive input from SE it is probably not worth pursuing – we do need to know the answer to what exact input would be needed from us.

The Wayfinding and Implementation Strategy Now managed by the Project Working Group but the TWG is willing to support further when the procurement issue is solved.

Nature, Heritage and Castle and Abbey Trail Leaflets. (BLEF Funded). These are now being disseminated widely via Gemma Hollingsworth's capable management of the listing. Black Spiral Design is working on a 4th trail leaflet to be a mobile version only promoting sites of creative interest to be ready for Christmas. **The new Visit Kenilworth Leaflet** has been reprinted to include regional TICs, and major Attractions, and Cllr Rob Barry is a welcome addition to the delivery group of 4. If any other councillors wish to help to deliver to our expanding list of venues, please let Gemma know.

The Visit Kenilworth Website https://visit.kenilworthweb.co.uk/ Please continue to visit and add to the Events Page. Please contact james@blackspiraldesign.co.uk with any ideas for the blog, ideas for interesting articles, spot errors and if any listings need to be changed please use the form on: https://visit.kenilworthweb.co.uk/resources/ . Let your contacts know the destination exists and please share digitally as widely as possible on your own digital sites.

14th Meeting takes place on Friday December 10th at 11am on Webex.

Cllr Alix Dearing (Chair TWG) 25th November 2021