ENCLOSURE 8

Tourism Working Group: Report on Activity for Full Town Council Meeting 24.2.22

Tourism linked shops, attraction managers, informed residents, and established interest Groups who wish to promote Kenilworth's considerable assets, encourage Tourism and increase footfall are all welcome. The next meeting is set for 11am (Webex) on 25th February 2022

1. **An Ecological Information and Tourist Centre at Abbey Fields.** Chair of TWG, Ojars Bartmanis has explained FOAFs vision for an eco-information centre in the Bowls Pavilion, aimed at an audience of all visitors but mainly child centred. He has since worked up a formal proposal and the TWG will discuss this in the coming meeting, with the aim of assisting FOAF in their negotiations with WDC . The excellent Invertebrate Survey written by expert Stephen Falk and supported by TC and WDC is now available and demonstrates better diversity than expected.
2. **Trails** : The Visit Kenilworth plus the three Trails Leaflets continue to be disseminated through the Town Council and thanks to those Councillors who assist with this. **New Trails:** a Treasure Hunt Trail focussing on Abbey Fields has been finalised and should now be available on "Visit Kenilworth". The Castle & Abbey mobile trail is live. Black Spiral have devised a formatting frame for Itinerary writing and a Literary Trail and the TWG aim to get these written this year. Sincere thanks to James Turner for the high quality work done on the Visit Kenilworth and Website via BLEF. The sites will continue to be updated by Town Council working with Black Spiral.
3. **Shakespeare's England Proposal:** The TWG believes that promotion of the Town more widely is the next step, and at F and GS on February 3rd the vote to go ahead with Silver Membership was unanimous. The TWG will now liase with SE to pass on ideas and factfind so that SE can market us effectively, and their representative will be attending the next meeting.
4. **The Wayfinding and Implementation Strategy** is now managed by the Project Working Group. Cllr John Cooke kindly approached County Council for assistance with Procurement in late January, and they have allocated an officer, Mark Baker, to take this forward which is very welcome as County have a lot of experience in this area. The Tourism Working Group thanks Cllr Cooke for his help in forwarding the project and we eagerly anticipate the design and installation of new signs.
5. **Events: Commonwealth Games, Queens Platinum Jubilee:** The TWG is supporting these via links with the District Council Culture and Leisure PAB and the Task and Finish Group for QPJ.

Next Meeting: Friday February 25th at 11am (Webex)
Chair, Cllr Alix Dearing 15.2.22.