

Partnership Meeting 28/2

Brief summary of main points by Cllr. Dawn Wilkinson

Chair started by looking back at all of the events/activities in the town in the past year:

Mascot – Arthur Stone, Business survey, Car show, Coronation, Jobs Fair, Beer Festival, Heritage events, Graham Beale event, Fundraising, Building content on the 'Visit Atherstone' website and looking at search engine optimisation etc.

Heritage weeks in September resulted in 26 talks, 1230 attendances, whole thing cost £618.

Keen to attract shoppers to Tesco to come into town.

Have spoken to Arragon properties about using an empty unit to attract shoppers to town with signage. Also talking about the probability of them offering short-term lets and pop ups.

Planning to offer Free to attend Mental Health training and First Aid training for residents.

Looking at Insurance quotes for events

Fundraising

Had £1772 grant to uplift church from WCC

Cllrs. Taylor & Dirveiks offered £2k towards the summer event

Where there are fundraising events, 10% will go to 4 charities: First Responders, Cohort 4 Beeline and White Hart Community fridge.

Applying for grants, ATC, NWBC, lottery funding, approaching local businesses etc.

Events

Next event is a Business Networking event on 25/4 4.30-6.30

Jobs Fair on 17/5

Putting together an advertising plan

Summer Event 1-2/6 Teen market on Saturday with stalls, disco, new bands in evening. On Sunday Long Street will be closed, Fair on Woolpack way, Buskers, dog show, shops open, Library

Looking at having a Heritage trail in town, starting with 5 plaques, cost is £5-800 each metal plaque and then there is planning etc.

Next year is 825 anniversary of the Ball Game.

Exploring possibility of a Flower show/Country fete for 2025.

The Chair has asked to find out information on Townwatch and the CCTV scheme, which I will be happy to feedback on.

Cllr. D.Wilkinson 3.3.24