

NAME:	Cllr V Blake, Cllr C Elliott
TOPIC:	BUSINESS AND TOURISM REPORT AUGUST 2024
DATE:	22/07/2024
UPDATE SINCE LAST REPORT:	<p>24/06/24. Cllr Elliott and Mayor Bowe met with Martin Gough and Nick Irons at Minerva Mill to discuss the Rural Business Hub at Minerva Mill. This is now an ongoing project which the full Council will be updated with in due course.</p> <p>25/06/24. Cllr Blake and Cllr Elliott met with Shakespeare’s England to discuss our lapsed membership and the possibility of renewing in the future with different membership levels to be considered.</p> <p>27/06/24. Cllr Elliott updated and sent updated copy* for Shakespeare’s England. They will aim to create an aesthetic video walking through Alcester and will use the information we have provided in either the caption or in a detailed voiceover over the video – encouraging people to visit. This will be shared on their Facebook page, which has over 24,000 followers, and apparently typically, any content posted on Alcester receives high levels of traction.</p> <p>Cllr Elliott has continued to promote and co-host the “Alcester Business Club” networking group at Minerva Mill on a monthly basis with an average of 20 different local businesses attending. This continues to receive very positive feedback. Another ABC Business Development Day is now being promoted for October to provide networking, a small exhibition and expert speakers delivering short presentations at a free event.</p> <p>Cllr Elliott has joined Lottie Newitt from the C&W Chamber of Commerce for a monthly drop-in service for new businesses looking for advice and information. So far there have been x2 sessions, but this will continue for the foreseeable future.</p> <p>The closure of the Alcester Branch of Lloyd’s Bank came as a shock. We have established contact with the proposed Banking Hub run by Cash Access which will definitely come to Alcester. It is hoped that it will be located in the old Lloyd’s building, but this has yet to be confirmed.</p> <p>The Events Forum has continued to meet and has secured new barriers for use by Town organisations. It is clear that running High Street events is becoming increasingly difficult and we will be working with SDC and the their Safety Advisory Group to ensure that events can go ahead.</p>
FUTURE PLANS:	We will continue to co-host and attend Alcester Business Club at Minerva Mill on a monthly basis.

	<p>Co-host and attend the Alcester Business Development Day at Minerva Mill, Friday 11th October.</p> <p>Monitor progress with the Alcester Banking Hub and update full Council with progress.</p> <p>We are working with SDC's Business Enterprise Co-Ordinator who is conducting a review of vacant High Street premises. Whilst this is not a huge problem in Alcester it is felt that SDC's initiatives to encourage businesses to move into Alcester is worth looking into.</p> <p>Continue to work with Town Organisations to ensure Town events are not placed in jeopardy. Possible meeting with SDC Safety and Advisory Group to discuss SDC's approach to Street events.</p>
<p>FOR CONSIDERATION / DISCUSSION AT FULL COUNCIL:</p>	

* Alcester:

Alcester is a charming market town that exudes a captivating blend of history, community spirit, and modern energy. Situated approximately 8 miles west of Stratford-upon-Avon, its roots trace back to the Roman era, evident in its well-preserved Roman artefacts, as seen in Alcester's Roman Museum, ancient pathways, and archaeological sites. Not to mention its historical buildings, several of which date back to the 1600's.

With a bustling community life highlighted by numerous annual events. including the Food Festival, St. Nicholas' Night and Town Criiers competition, the town embraces both its historical heritage and contemporary energy, making it an attractive destination for residents and visitors alike.

The town also boasts an array of boutique shops and eateries which are well worth a visit.

Places to visit include:

- *Oversley Wood*
- *Ragley Hall*
- *The Makers' Space*
- *Alcester Roman Museum*
- *Contemporary High St. shops, cafes and pubs*