

MINUTES OF A MEETING OF THE LEISURE & TOURISM COMMITTEE OF WINCHCOMBE
TOWN COUNCIL HELD AT ABBEY FIELDS COMMUNITY CENTRE, BACK LANE,
WINCHCOMBE AT 7PM ON WEDNESDAY 26 NOVEMBER 2025.

PRESENT: Mrs G Madle (Chair) Mr J Mason Mrs S Sturgeon

The Clerk

- 1 TO NOTE APOLOGIES. Cllrs K Woodward, B Rose, R Wakeford.
- 2 DECLARATIONS OF INTEREST. None.
- 3 MATTERS ARISING FROM PREVIOUS MEETING. Cllr G Madle has just received notification from Gloucestershire County Council regards funding to all districts for tourism related activities. Cllr Madle will liaise with Tewkesbury Borough Council officer Rebecca Clay to gather more detail and express WTC interest.
- 4 TO RECEIVE AN UPDATE FROM THE STAKEHOLDERS GROUP.
Cllr S Sturgeon attended and shared updates on the Hedgehog Trail, extending the invitation to join the group to hospitality businesses and Local Government Reorganisation.
Research into high streets – Cllr G Madle has spoken with Katie Power at Tewkesbury Borough Council who may be able to find some data into footfall and spend data from previous research.
Clerk has spoken with GRCC and a research project was undertaken pre-covid for Tewkesbury Town which could be very helpful as a guide, more detail to follow. Clerk to research professional companies and costs.
- 5 TO CONSIDER AND AGREE NEXT STEPS AND AN APPLICATION DEADLINE FOR THE BROWN SIGNS INITIATIVE.
Members agreed that by 31 Dec any attractions wishing to feature on a brown tourist sign must have completed the necessary sections of the application form. Cllr R Wakeford to action. Should an insufficient number of attractions complete their applications by the deadline, alternative town entrance signage will be considered by the committee.
NB: GCC will still review all submissions from specific attractions prior to approval.
- 6 TO RECEIVE AN UPDATE ON THE 2025-26 LEISURE & TOURISM BUDGET.
Cllrs J Mason and G Madle to follow up with Andy Sanders of TBC regarding outstanding revised TIC invoice.
Should the brown tourist signs not be completed in the current financial year, the funds will be carried over into an earmarked reserve to support an alternative signage project for delivery in 2026-27.
- 7 TO SET THE 2026-27 LEISURE & TOURISM BUDGET.
Members agreed to set the budget for 2026-27 at £11,000, with no increase on the current financial year. Proposed Cllr J Mason, seconded Cllr G Madle, carried unanimously.

Meeting closed 8.07pm.