

ALCESTER TOWN COUNCIL
LEAD COUNCILLOR REPORT

NAME:	Ruth Ashfield and Jo Andrews
TOPIC:	Business & Tourism
DATE:	28th July 2026
UPDATE SINCE LAST REPORT:	Visit Alcester Activity to relaunch Visit Alcester continues to progress well, with a strong focus on re-energising the platform and strengthening relationships across the town and surrounding area. The project aims not only to increase footfall but also to provide a reliable, welcoming knowledge hub for residents, visitors, and those new to Alcester. Early engagement has been encouraging, and the foundations for a more dynamic and useful website are now firmly in place. A coordinated outreach effort is underway, supported by newly produced flyers that are being distributed to businesses throughout the town centre. Cllr Ashfield has met with a significant number of shop owners to explain the benefits of signing up, outline the development plans, and gather feedback. This face-to-face engagement has been well received and will continue, with further visits scheduled. While some businesses have expressed frustration about wider issues such as the Three Tuns redevelopment, they remain positive about the potential of Visit Alcester and the value of being included. Cllr Ashfield has also met with Cllr Ballinger and a representatives of the local press to discuss the project and outline the ambitions for the refreshed Visit Alcester website. These conversations have helped raise awareness, encourage wider support and ensure the initiative is clearly understood across both Council and community channels. Alongside town-centre engagement, Cllr Andrews has begun proactive outreach to organisations, attractions and services beyond the immediate centre to ensure the new website reflects the full breadth of Alcester's offer. Contacts have been made with Coughton Court, Ragley Hall, Arrow Mill, Hillers, Evesham Country Park, Kings Court Hotel (response received), The Roebuck Inn, Greig Hall, the Roman Heritage Museum, the Civic Society, the History Society, the Town Hall and War Memorial, Shakespeare's England and Stratford Tourism. Each

	has been invited to contribute a 225-word overview and relevant contact details, providing them with a clear opportunity to showcase their activities on the new platform. To support the project's long-term sustainability, a Warwickshire County Council Councillor Grant application has been submitted requesting £3,500 for a benchmarking study, £750 towards the new Visit Alcester website, and £500 for a town-centre Treasure Trail. Although the closure of Jeremy McGinn's High Street shop is disappointing, overall engagement remains constructive. The project team will continue to maintain a visible presence, encourage sign-ups, and ensure Visit Alcester develops into a vibrant, informative and well-supported platform that reflects the best of Alcester.
FUTURE PLANS:	The next steps will focus on continuing to collate high-quality information on local attractions, services, walks, history and upcoming events to ensure the new Visit Alcester site launches with a rich and comprehensive content base. Work will also include confirming the existence and transfer of the original website budget and agreeing how best to allocate these funds to support ongoing development and launch activities. Cllr Andrews will progress her remaining outreach to Warwick and Kenilworth tourist interests, as well as the Redditch Palace Theatre, ensuring all key regional partners have the opportunity to contribute their overview and contact details. This combined effort will help create a well-rounded, engaging and informative platform that reflects both Alcester's heritage and its wider visitor offer.