The Town Centre of Leamington, like town centres up and down the country, has a very different community, demographic, and set of issues compared to the other areas of Leamington. Already in the future planning of the Town there are a number of large projects that are in place for the Town Centre, including new car park infrastructure, new Council offices, a Creative Quarter, and economic development plans based on retail and high street. There are groups such as the Town Centre Forum, and strategy documents such as the Town Centre Vision Document, that are signed up to by a whole host of agencies. The Town Centre is also largely the Leamington Business Improvement District's area. For effective representation Royal Leamington Spa Town Council should have a councillor that is specific to the Town Centre that can adequately fit into all of these projects, strategies, and groups, and can effectively represent the different demographic of people that live in the Town Centre, as well as the many businesses. The other part of the proposed Clarendon District Ward has a different set of issues, and different demographics and communities, to that of the Town Centre, and therefore will require councillors that are concentrating on different issues, some of which may be in opposition to those in the Town Centre - for example trying to improve the air quality in the Town Centre by reducing parking (something that a Town Centre councillor may be articulating) would be the opposite of what residents living in the area outside of the Town Centre may want (as it would see more parking on their residential streets). In order for the best representation of views, it would be best to have separate councillors for the Town Centre versus that of the area outside of the Town Centre. This proposed Town Council Ward uses sensible main roads as the dividers - north of Clarendon Avenue is where the Town Centre really ends, whilst Clarendon Street and Willes Road are clear dividing lines, being main roads. The remaining part of Clarendon could be called Newbold Town Council Ward, with it including Newbold Comyn, and the communities that look towards it. At a Town Council level, we need Councillors to be able to effectively represent the communities that they are elected to. By splitting the Clarendon District Ward into two Town Council wards it would allow more effective representation of all of the myriad of communities, groups, and interests at the Town Council level.