



Committee	Full Council / Agenda item 13
Month	September 2023
Report Title	Twin Town Visit
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Attachments	Tourist Information Centre Duty Manager

Between Thursday 10th and Monday 14th August we were visited by 6 officials from our twin town of Bad Wildungen in Germany.

The officials were:

Ralf Gutheil (Mayor)
Hartmut Otto (Deputy Mayor)
Manuel Luxenburger (Councillor)
Michael Maiweg (Councillor)
Sabine Maiweg
Susanne Wagner (Councillor)

They had a packed itinerary for their four-day visit and, if I were to do it again, I would actually plan less for them to do. This would create more time for them to explore by themselves and visit the shops etc.

On Friday, particularly, we were constantly chasing the clock and ended up being delayed for most of the activities.

Having said this, they did see the best that Saffron Walden has to offer, which included visits to the following:

- Food tour
- Golf club dinner
- Walking tour with Cllr de Vries
- Visit to St Mary's Church, including a trip to the roof
- Tour of Saffron Walden Museum
- Tour of Saffron Grange
- Adnams tasting experience
- Entertainment by the Walden Buskers
- Tour of Bridge End Garden
- Punting in Cambridge
- Walking tour of Cambridge
- Musical entertainment at Fairycroft House
- A train ride at Audley End Miniature Railway
- A tour of Audley End House & Gardens

The legacy of such a visit is as follows:

- Young musicians from Fairycroft House have been invited to perform in Bad Wildungen
- The Walden Buskers have been invited to perform at the Bad Wildungen Folk Festival
- Saffron Walden Community Choir are looking into singing in Bad Wildungen
- Saffron Walden Rotary Club are planning to establish links with their counterparts
- Cllr Asker will be talking with SWCHS to see if educational links can be re-established.
- There is also the possibility of golf tours between the two towns

I hope that the above will prove to be self-generating and will result in reciprocal visits to Saffron Walden. The benefit of this to Saffron Walden is an increase in tourism and the advantages this brings to the town in regard to visitor spend.

As a last note, Ralf Gutheil is up for election in March 2024. He is likely to be re-elected and so will be keen to continue strengthening the relationship between our two towns. German Mayors are elected for 6 years and have the role of Chief Executive Officer and Mayor combined.