

## **WESTON-SUPER- MARE TOWN COUNCIL MINUTES OF THE TOURISM AND LEISURE COMMITTEE HELD AT THE MUSEUM ON TUESDAY 5<sup>TH</sup> OCTOBER 2021**

**Meeting Commenced:** 2.30 pm

**Meeting Concluded:** 3.43 pm

**PRESENT:** Councillors Peter Crew (Chairman), John Crockford-Hawley, David Dash, Ray Armstrong, Jan Holloway, Catherine Gibbons and Marcia Pepperall.

**ALSO IN ATTENDANCE:** Councillor Peter McAleer Sarah Pearse (Deputy Town Clerk), Fay Powell (Assistant Town Clerk and Grounds Manager), Caroline Darlington (Tourism Manager), Matthew Hardy (Service Coordinator), Zoe Scott (Grounds Co-ordinator) and Rebecca Saunders (Committee & Civic Officer).

### **165 Apologies of Absence and Notifications of Substitutions**

Apologies for absence were received from Councillors David Hitchins and Alan Peak, with no official substitutions. It was noted that Councillor McAleer was intending to substitute Councillor Carpenter but no official paperwork had been received to allow this. Cllr McAleer was advised he would not be able to vote but could participate in the meeting on this basis.

### **166 Declarations of Interest**

There were no declarations of interest received.

### **167 To approve the accuracy of the minutes of the Tourism and Leisure Committee meeting held on the 10<sup>th</sup> August 2021**

The minutes of the meeting had been previously circulated with the agenda.

**PROPOSED BY:** Councillor David Dash

**SECONDED BY:** Councillor Jan Holloway

**RESOLVED:** That the minutes be approved as a true record of the meeting and signed by the Chairman.

### **168 Tourism Function Update**

The report of the Tourism Manager had been circulated prior to the meeting and was shared on screen as a Powerpoint presentation.

#### **.1 Tourism Statistics**

Introducing the Tourism Statistics, the Tourism Manager was pleased to report that the situation for town businesses was very healthy over the summer with people coming from far to visit.

The presentation mapped where visitors to the waterpark were travelling from which was as far as Scotland and Manchester and this formed a good basis for understanding visitor demographics.

A councillor questioned if it was known how many people from each destination had visited. The Tourism Manager advised that the statistics were not to hand-but

that could be tracked for the next meeting. The DTC indicated that the revenue taken at the waterpark equated to 4465 paying customers for this years season. **RESOLVED-** That the Tourism Manger coordinate statistics from the waterpark and the VIC separately to provide the committee with the numbers of visitors from each area and how many people from outside BS postcodes in fact used the waterpark.

## **.2 Visit Weston Members Input**

The Tourism Manager reported that all accommodation in Weston was 100% full for July, August and September even though they had all raised their prices subject to the government Covid grant to improve facilities

There was a mixed response received for the BID Ballot as Hotels were looking at every penny with energy prices so high but did regularly rely on street wardens.

For the month of July hotel/guest houses were searched 14,833 times and self-catering accommodation 15,053 times, in the period 1<sup>st</sup> July-31<sup>st</sup> August the combination rose to 65,213 searches.

It was suggested it would be good to have air bnb data available for the next meeting.

**RESOLVED-** That the report be noted and that air BNB data be provided at the next meeting.

## **.3 Website and Social Media Updates**

The Tourism Manager reported that hits to the website were received from all around the country with London at no1 and views on the up.

The Tourism Manager and The Services coordinator were currently caretaking back end of website and had recently undertaken training to enable this.

**RESOLVED:** That the report be noted.

## **4. Procurement of a New Website**

The Chairman reported that it has previously been decided to go ahead with new website as long as Partners were still on board.

The committee requested to know what was the total number of all businesses that meet the Visit Weston criteria? It was felt that this understanding was essential to be able to fully understand the data and have comparative for the actual number of customers we have signed up.

The Tourism Manager was happy to acquire the stats but requested the committee to note that hotels must be of visit England standard to be invited to be partners.

Visit Weston currently had 94 partners and the Chairman indicated he would like that number to rise to 120.

**PROPOSED BY:** Councillor Catherine Gibbons

**SECONDED BY:** Councillor John Crockford-Hawley

**RESOLVED-**

1. That the Tourism Manager;

- a. collect data on how many facilities were in Weston and the percentage signed as Visit Weston partners.
  - b. engage with all existing partners to see who would resign in 2022 / 2023.
2. That charges to be kept at pre Covid rates for the current year with a view to increase the following year when the new website was up and running. A discretionary discount of 20% was agreed could be used to secure new and existing customer signings.

## 169 VIC Update

### 5.1 Trop

The Tourism Manager reported that the season had seen a footfall of 40,954 at 24/9/21 and that the VIC would remain open until 31/10/21, due to opening later in the season.

Reports had been received-regarding the VIC's location and the team were keen to earn further awards like the VIC had done in previous years.

Discussion ensued regarding possible better locations and using resources like TUK TUKS as mobile VIC Centres.

The Deputy Town Clerk advised that there had been progress with the resolution to explore options for Town Council premises and that the Town Clerk would advise members of this in due course as appropriate, The Deputy Town Clerk further advised it was not appropriate to discuss this in anyway at this meeting at this stage.

**RESOLVED-** That VIC location discussions be deferred until after the Town Clerk had provided an update.

### 5.2 Waterpark Satellite VIC

It was reported that the waterpark opened on 22<sup>nd</sup> July and saw takings of over £1000 in the hot weather on 23<sup>rd</sup> July.

The total revenue was £8,930.95

Total visitor numbers were 4465

A member asked what in resort advertising was and the Tourism Manager explained that this was to encourage people from outskirts of Weston e.g. West Wick to come into the town centre to spend money.

### 5.3-Tuk Tuks

The acting Destination Marketing Officer gave a verbal report with photos and PowerPoint slides to support.

Under cover garaging was still being sought for the two vehicles for over the winter months, the town hall had declined the Town Clerks request for space in their carpark.

The vehicles were being used at the train station every Friday as a mobile VIC and

for advertising at other council events.

Members keen to make full use of the possibilities the TUK TUK'S could offer.

The Deputy Town Clerk advised that it was fair to say that this season had seen some teething problems with both Tuk Tuks and how they work, as such there was need to go back to the supplier whilst still under warranty to fully resolve these issue and get them in full operational working order in time for next year.

**RESOLVED:** That the report be noted.

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## **Parks and Play Areas**

### **.1 Water Park**

The Grounds Coordinator verbally updated Committee regarding the Water Park.

The Water Park season came to an end on 27<sup>th</sup> September and a debrief meeting with all staff was to take place on 18<sup>th</sup> Oct to discuss; any challenges over the season, the best way to pre-empt any problems next season e.g. getting spare parts that may go wrong in stock. Any actions from this meeting would be brought back to Committee at its next meeting.

Total admission income was £8,930.95 which was well under previous Covid seasons.

Maintenance had been carried out with new bins and a local artist providing a memoir on the side of building which has reduced the graffiti issue to zero, other measures such as painting the inside of the castle black have also resolved the graffiti problem.

It was advised that the waterpark would reopen at Easter,

### **.2 Dartmouth Close**

The Deputy Town Clerk reported the Town Clerk was still chasing Alliance Homes to finalise the transfer and that a lack of response from Alliance was increasingly frustrating the despite efforts by members of the Senior Management team to conclude.

Members reported they have also had problems engaging Alliance homes.

### **.3 Parks and Play Areas**

A member-reported that Castle batch was looking very run down.

The Grounds Coordinator updated on Parks and Play areas and advised that all play areas had been assessed and Castle batch was high on list for maintenance once staffing levels were back to normal.

The Deputy Town Clerk advised there was an earmarked reserves provision to enable a disabled play area but would also need some partners to invest, a member would direct some contacts that may be able to help fund from North Somerset e.g. Disabled parent and careers forum.

The development officer would be made available to support this once her workload eased.

**RESOLVED:**

1. That the verbal reports be noted.
2. To address Castle batch play area and fencing issues and make improvements as soon as staffing levels allowed.

There being no further business, the Chairman closed the meeting at 3.43pm.

Signed: ..... Dated: .....

**Chairman of the Tourism & Leisure Working Party**

|   | Actual<br>Current Mth | Actual Year<br>To Date | Current<br>Annual Bud | Variance<br>Annual Total | Committed<br>Expenditure | Funds<br>Available | % Spent  |
|---|-----------------------|------------------------|-----------------------|--------------------------|--------------------------|--------------------|----------|
| <b>480 Tourism &amp; Marketing</b>                        |                       |                        |                       |                          |                          |                    |          |
| 6007 Grove House Recharge                                 | 0                     | 0                      | 102                   | 102                      |                          | 102                | 0.0%     |
| 6008 Grove Lodge Recharges                                | 0                     | 0                      | 48                    | 48                       |                          | 48                 | 0.0%     |
| Tourism & Marketing :- Indirect Expenditure               | 0                     | 0                      | 150                   | 150                      | 0                        | 150                | 0.0%     |
| Net Expenditure   | 0                     | 0                      | (150)                 | (150)                    |                          |                    |          |
| <b>481 Tourism Love Weston / Dest Mar</b>                 |                       |                        |                       |                          |                          |                    |          |
| 1040 VIC Advertising Income                               | 0                     | 1,608                  | 0                     | (1,608)                  |                          |                    | 0.0%     |
| 1042 Tourism - Love Weston accredit                       | 0                     | 9                      | 0                     | (9)                      |                          |                    | 0.0%     |
| Tourism Love Weston / Dest Mar :- Income                  | 0                     | 1,616                  | 0                     | (1,616)                  |                          |                    |          |
| 4000 Staffing Costs                                       | 554                   | 32,040                 | 52,434                | 20,394                   |                          | 20,394             | 61.1%    |
| 4030 Equipment Purchase                                   | 29                    | 29                     | 0                     | (29)                     |                          | (29)               | 0.0%     |
| 4039 Advertising & Marketing                              | 29                    | 4,849                  | 36,000                | 31,151                   |                          | 31,151             | 13.5%    |
| 4041 Fees, Subs and Conferences                           | 0                     | 0                      | 1,100                 | 1,100                    |                          | 1,100              | 0.0%     |
| 4062 Tourism-Love Weston website                          | (549)                 | 9,756                  | 10,465                | 709                      |                          | 709                | 93.2%    |
| 6000 Admin Salaries Recharge                              | 0                     | 10,775                 | 10,936                | 161                      |                          | 161                | 98.5%    |
| 6005 Admin Overhead Recharge                              | 0                     | 3,139                  | 2,972                 | (167)                    |                          | (167)              | 105.6%   |
| 6007 Grove House Recharge                                 | 0                     | 502                    | 160                   | (342)                    |                          | (342)              | 313.8%   |
| 6008 Grove Lodge Recharges                                | 0                     | 381                    | 261                   | (120)                    |                          | (120)              | 146.0%   |
| 6010 Grounds Salaries Recharge                            | 0                     | 1,248                  | 1,545                 | 297                      |                          | 297                | 80.8%    |
| 6015 Grounds Overhead Recharge                            | 0                     | 396                    | 398                   | 2                        |                          | 2                  | 99.5%    |
| Tourism Love Weston / Dest Mar :- Indirect<br>Expenditure | 62                    | 63,114                 | 116,271               | 53,157                   | 0                        | 53,157             | 54.3%    |
| Net Income over Expenditure                               | (62)                  | (61,498)               | (116,271)             | (54,773)                 |                          |                    |          |
| <b>482 Tourism VIC costs</b>                              |                       |                        |                       |                          |                          |                    |          |
| 1040 VIC Advertising Income                               | 0                     | 113                    | 1,200                 | 1,088                    |                          |                    | 9.4%     |
| 1043 VIC Retail/Shop Income                               | 0                     | 8,051                  | 16,500                | 8,449                    |                          |                    | 48.8%    |
| 1044 VIC Ticket sales                                     | 0                     | (2,968)                | 200                   | 3,168                    |                          |                    | (1483.9) |
| Tourism VIC costs :- Income                               | 0                     | 5,196                  | 17,900                | 12,704                   |                          |                    | 29.0%    |
| 4000 Staffing Costs                                       | 0                     | 16,997                 | 29,657                | 12,660                   |                          | 12,660             | 57.3%    |
| 4013 Training   | 1,640                 | 2,151                  | 2,608                 | 457                      |                          | 457                | 82.5%    |
| 4014 P P E / Health & Safety                              | 0                     | 0                      | 1,000                 | 1,000                    |                          | 1,000              | 0.0%     |
| 4031 Equipment - Rental                                   | 0                     | 61                     | 314                   | 253                      |                          | 253                | 19.3%    |
| 4035 Telephone  | 51                    | 343                    | 650                   | 307                      |                          | 307                | 52.8%    |
| 4036 Stationery   | 29                    | 329                    | 500                   | 171                      |                          | 171                | 65.7%    |
| 4038 Recruitment / Advertising                            | 0                     | 130                    | 0                     | (130)                    |                          | (130)              | 0.0%     |
| 4039 Advertising & Marketing                              | 0                     | 315                    | 5,000                 | 4,685                    |                          | 4,685              | 6.3%     |

## Detailed Income &amp; Expenditure by Budget Heading 30/11/2021

Month No: 8

## Cost Centre Report

|   | Actual<br>Current Mth | Actual Year<br>To Date | Current<br>Annual Bud | Variance<br>Annual Total | Committed<br>Expenditure | Funds<br>Available | % Spent      |
|---|-----------------------|------------------------|-----------------------|--------------------------|--------------------------|--------------------|--------------|
| 4049 Legal fees                           | 0                     | 24                     | 0                     | (24)                     |                          | (24)               | 0.0%         |
| 4105 Utilities - Heat & Light             | 0                     | 0                      | 750                   | 750                      |                          | 750                | 0.0%         |
| 4136 Credit Card Chgs                     | 44                    | 120                    | 0                     | (120)                    |                          | (120)              | 0.0%         |
| 4209 TIC -equipment purchase              | (15)                  | 683                    | 1,000                 | 317                      |                          | 317                | 68.3%        |
| 4211 TIC running costs                    | 0                     | 0                      | 1,000                 | 1,000                    |                          | 1,000              | 0.0%         |
| 4225 VIC Stock                            | 0                     | 2,585                  | 7,000                 | 4,415                    |                          | 4,415              | 36.9%        |
| Tourism VIC costs :- Indirect Expenditure | <u>1,749</u>          | <u>23,738</u>          | <u>49,479</u>         | <u>25,742</u>            | <u>0</u>                 | <u>25,742</u>      | <u>48.0%</u> |
| Net Income over Expenditure               | <u>(1,749)</u>        | <u>(18,541)</u>        | <u>(31,579)</u>       | <u>(13,038)</u>          |                          |                    |              |
| Grand Totals:- Income                     | 0                     | 6,812                  | 17,900                | 11,088                   |                          |                    | 38.1%        |
| Expenditure                               | 1,811                 | 86,852                 | 165,900               | 79,048                   | 0                        | 79,048             | 52.4%        |
| Net Income over Expenditure               | <u>(1,811)</u>        | <u>(80,039)</u>        | <u>(148,000)</u>      | <u>(67,961)</u>          |                          |                    |              |
| Movement to/(from) Gen Reserve            | <u>(1,811)</u>        | <u>(80,039)</u>        |                       |                          |                          |                    |              |

## **5. Parks and Play Areas**

Report for Tourism and Leisure - written by Fay Powell Assistant Town Clerk – Operational Services/ Grounds Manager and Zoe Scott Grounds Coordinator

### **5.1 Castle Batch Update**

As a result of age, vandalism and the recent inspection carried out by GB Sports, pieces of equipment have been removed which posed a Health and Safety concern to users. For example, the Seesaw was categorised as a high risk and due to the age and condition of the equipment and surfacing it was recommended that it be removed immediately. Other smaller items were taken out due to vandalism.

Further on in this report, you will see it is being recommended that Castle Batch be refurbished during the next financial year. Councillors are reminded they set aside ear marked reserves for a SEN play park, which would be the only one of its kind in Weston-super-Mare.

### **5.2 Dartmouth Close Update**

At the time of writing this report we have not had any correspondence from Alliance Homes regarding the transfer of this play area. The Town Clerk has emailed the relevant team in Alliance on a regular basis, with the last email chasing the progress being sent on Tuesday 30<sup>th</sup> of November 2021.

The Assistant Town Clerk-Operational Services will give a verbal update at the meeting if there is an update.

### **5.3 West Wick Update**

There has been no approach as yet for the possible transfer of the West Wick play area. North Somerset Council do not currently have jurisdiction over this area and it still comes under the developer. We will continue to monitor the situation, the Assistant Town Clerk – Operational Services has set up a meeting with John Flannigan and Jemma Dando at North Somerset Council to discuss this further.

### **5.4 Weston-super-Mare Town Council Play Areas Update**

GB Sports and Leisure were instructed to carry out an assessment of all 21 Town Council Play Areas. They provided a thorough report for each site with recommendations of any maintenance work needed. This included risk levels and instructions to remove any equipment which posed an immediate health and safety issue to users.

These inspections have given us a clear overview of the current conditions of our play areas which have formed the recommendations in this report.

The below traffic light system has been used to categorised our Play Areas:

**GREEN** – Maintenance needed from Grounds Team and individual equipment replacement to be considered.



**AMBER** – Maintenance needed from Grounds Team and potential need for full refurbishment over the next 2 – 5yrs or individual equipment replacement in the meantime.

**RED** – Needs a full refurbishment, site is old and many parts need replacing. Not cost effective to replace individual items.

Please see Appendix 1 for the traffic light system of our play areas. (this spreadsheet will be displayed on a screen at the T&L meeting)

3 play areas have been categorised as red. The order of which these are to be refurbished is recommended to councillors as:

- Year 1 (2022) – Castle Batch
- Year 2 (2023) – Broadway Play
- Year 3 (2024) – Uphill Junior

Councillors are reminded that what is being recommended today may need to change in response to vandalism, anti-social behaviour and other elements out of our control.

GB Sports is a company the Town Council have worked with on many repairs/replacements for our Play Areas. They have a good knowledge of all 21 and are a local, independent play company based in Weston-super-Mare.

A recommendation being presented to you today, is to use part of the EMRRP budget each year for quarterly inspections by GB Sports. This would enable us as officers to keep councillors informed of the ever changing condition of our sites and form the recommendations for each budget setting process. These inspections, on top of the routine visual ones carried out by the Grounds Team, would enable a consistent approach to repairs and replacements.

**Members are requested to:**

1. Consider the report and make a recommendation to approve -
  - a. The current full refurbishment schedule of:
    - i. Year 1 (2022) Castle Batch
    - ii. Year 2 (2023) Broadway Play
    - iii. Year 3 (2024) Uphill Junior
  - b. GB Sports carrying out quarterly inspections of all our play areas
2. Confirm if the earmarked reserve should be used for a SEN park at Castle Batch.

|                           |        |
|---------------------------|--------|
| Ashcombe Park Upper       | Yellow |
| Ashcombe Park Lower       | Green  |
| Broadway Play             | Red    |
| Broadway Skate Park       | Yellow |
| Byron Rec                 | Yellow |
| Canberra Road             | Green  |
| Castle Batch Lower        | Red    |
| Clarence Park             | Yellow |
| Conniston Green           | Green  |
| Ellenborough Park East    | Green  |
| Grove Park                | Green  |
| Huttonmoor Skate Park     | Green  |
| Jubilee Park              | Yellow |
| Locking Castle Maltlands  | Yellow |
| Lynch Farm                | Green  |
| Millennium Green          | Yellow |
| Uphill Junior             | Red    |
| Uphill Toddler            | Green  |
| Water Adventure Play Park | Yellow |
| Worle Rec                 | Green  |
| Wyvern Close              | Green  |

## **Agenda Item No. 6**

### **Waterpark**

#### **6.1 End of Season Update**

We are continuing work on how to improve the 2022 season for the waterpark. The primary focus of these works are how to simplify the admissions process and maximise the use of the kiosk as a satellite VIC. We have purchased a mobile EPOS system which will allow us to take cash and card payments from outside the kiosk itself. We have also obtained a quote for a EPOS system to sit inside the kiosk. These systems will hopefully help to reduce queue times and maximise the ability of the site to act as a satellite VIC.

#### **6.2 Maintenance Review (Written by Zoe Scott)**

Councillors would have read under item 5.4 that GB Sports carried out a review of all our Play Areas, including the Waterpark. It has been identified as Amber in our traffic light system meaning "Maintenance needed from Grounds Team and potential need for full refurbishment over the next 2 – 5yrs or individual equipment replacement in the meantime." The Waterpark has been given a new lease of life with the painting carried out by Martin D'Arcy. The Grounds Team will be reviewing the inspection report and identifying maintenance tasks and partial equipment repairs where needed.

We had an audit/inspection take place of the plant room at the Waterpark by APNC Services. Identified in that report was the need for the following, which we are awaiting a quote for:

- The Grandudos dosing system - pump service and pressure sensor replacement before March 2022.
- The Effects pump, Sump pump - bearings are noisy and require overhaul.
- The solenoid bank for the effects - one of each size of solenoid to purchase and keep in stock.
- The PH / Chlorine / controller - service before March 2022.
- 2 new manhole covers purchased and installed – ASAP

Not only will this ensure the plant room is in top condition for the next season, by stock piling parts it minimises the disruption of delivery dates and delays should they be needed.

#### **6.3 Kiosk Update**

Included in the budget proposal for 2022/2023 are a number of improvements to the kiosk to help us increase awareness, raise additional income and improve its use as a satellite VIC. Listed below are a few of the examples of the proposed improvements:

- New noticeboard to promote events
- External signage on the kiosk which can be sold to partners as advertising space
- 3m flag on the side of the kiosk to increase visibility
- Internal racking to better display information and retail stock

## **Tourism and Leisure Committee December 2021**

### **Report from Caroline Darlington, Tourism Manager and Matt Hardy, Service Coordinator**

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#### **Agenda Item No. 7**

##### **Visitor Information Centre**

###### **7.1 VIC End of Year Review**

The VIC opened to the public in June and closed at the end of October a shorter season than the usual 26 weeks due to concerns over safety and airflow even though the pandemic restrictions were relaxed. At close of season on 31<sup>st</sup> October the electronic footfall counter showed 52,094 entrances to the VIC. For comparison, in the 26 weeks of opening in 2019 we reported 54,238 visitors. So this is very encouraging news.

The 2021 team plan was highly engaged and enthusiastic, they showed great willingness to be flexible by running both the VIC and the Waterpark along with driving the Tuk Tuks. The positioning of the Tuk Tuks outside the railway station to meet disembarking passengers was wholly down to the two team leaders. They also showed a great deal of initiative with merchandising and exploited every opportunity to increase sales. We are hopeful that many of the team will re-apply as job satisfaction and team cohesion were given top marks by all who completed the end of season team meeting, followed by a second team meeting held socially at The Brunello Lounge. The Team Plan is being updated to encompass their ideas and suggestions.

###### **7.2 Vacating the VIC**

Due to the upcoming installation of See Monster, we need to vacate the current VIC in the Tropicana by 31<sup>st</sup> March 2021. The facility has been cleared of obsolete literature leaving sufficient brochures to fill shelves in our new location. Plans are in hand to remove fixtures such as the counter and brochure racking which were installed by Badman & Badman and to re-purpose them in our new location.

A PR campaign will be factored into our schedule to announce our new locations and to encourage visitors through the town centre to the new premises on Waterloo Street.

###### **7.3 Stock Review**

According to our calculations prior to confirmation from Finance, we estimate that income through the till was around £13,802 and we are now invoicing for the window adverts for Wookey Hole and Puxton Park. Given the shorter season, this is a pleasing result. To conserve space and gain some income, we sold some stock to Burnham on Sea TIC and all remaining stock has been counted and prepared to move. This primarily consists of Weston-super-Mare branded goods such as pens, pencils, bubble wands, postcards, posters and tea towels. A small amount of sale-or-return items such as books will be returned to suppliers prior to 31<sup>st</sup> March 2021.

## Tourism and Leisure Committee December 2021

### Report from Caroline Darlington, Tourism Manager and Matt Hardy, Service Coordinator

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#### Agenda Item No. 8

#### Tourism Function Update

##### 8.1 Visit Weston Partners

The following figures are taken from the December 2019 report to committee for information purposes, totalling 82 paid for members.

| Bronze<br>£150 | Silver<br>£250 | Gold<br>£350 | Platinum<br>£500 | Platinum Plus<br>£700 |
|----------------|----------------|--------------|------------------|-----------------------|
| 27             | 15             | 13           | 18               | 9                     |

For ease of reference, the above partnership number translates in annual rather than fiscal year terms to £27,650.

The breakdown in business type is as follows:

| Accommodation | Attraction | Restaurant | Shopping |
|---------------|------------|------------|----------|
| 38            | 23         | 11         | 10       |

All businesses were closed by Central Government until 12<sup>th</sup> April 2021 when self-catering accommodation and pub gardens were permitted to open, however, no indoor mixing by different households was permitted. On 17<sup>th</sup> May 2021 pubs and restaurants were permitted to open, but hotels and other hospitality industries were not released from lockdown until 21<sup>st</sup> June 2021, when we opened the Visitor Information Centre. The Tourism Marketing Officer had already resigned her position by this time and her last day was 9<sup>th</sup> July. The VIC team opened the Waterpark on 22<sup>nd</sup> July.

Unfortunately, due to the above series of events, it was not possible to make personal visits to our partners. However, over the lockdowns, we arranged 3 zoom meetings with them and stayed in constant touch by phone.

Since lockdowns ended in June, we have updated the partners list in preparation for a series of in person visits during the winter months. We shall consider how we can approach creating new-style partnership packages. These will differ from our current packages both due to the new website and due to the move from the seafront location of the VIC.

Since the lockdowns, some of our partners have ceased trading. Guest Houses have become vulnerable as they had to close in March 2020 for 15 months making their business hard to sustain, especially as very few of them qualified for grants as they pay residential rather than business rates on their premises.

We aim to prioritise sales calls to guest houses and other accommodation first to see what we can do to support their damage limitation.

## Tourism and Leisure Committee December 2021

### Report from Caroline Darlington, Tourism Manager and Matt Hardy, Service Coordinator

Below is a list of current partners, with comments where appropriate. All remain on free packages until 31<sup>st</sup> March 2022.

#### Accommodation

Albany Lodge Guest House  
The Beaches Guest House  
Beachside Holiday Park  
Bella Vista Guest House  
Bridge Hall Apartments  
Bucklegrove Holiday Park  
The Commodore Hotel, no longer a partner as under new ownership and called SOUTH SANDS  
Country View Holiday Park  
Court Farm Country Park  
Dulhorn Farm Holiday Park  
Ellenborough Hall Holiday Apartments  
Florence Guest House  
Go South, The Beach House  
Go South, Kyrenia Apartments  
Go South, Salisbury Court Apartments  
Grove Lodge  
Highlea House  
Kenilworth Guest House CLOSED BUSINESS  
Lakeside Holiday Park  
Lauriston Hotel  
Lewinsdale Lodge SOLD TO NEW OWNERS  
Martyndale Suites now ROYAL CRESCENT APTS  
Mendip View Luxury Lodges  
Milton Lodge  
Oakover Guest House  
Riverside Holiday Park  
Roedean Guest House CLOSED BUSINESS  
Royal Grosvenor Hotel  
Sand Bay Retreat HAS INDICATED THEY WILL RENEW  
Sand Farm Caravan & Camping Site  
Stonebridge Farm Caravan Park  
Strawberryfield Holiday Park  
Sunset Bay Hotel  
Wall Eden Farm  
Webbington Farm Holiday Cottages

#### Attractions

The Bishop's Palace HAVE INDICATED THEY WILL RENEW  
The Blakehay Theatre  
Bleadon Hill Golf Course  
Clevedon Golf Centre  
Clevedon Pier & Heritage Trust  
Clip n Climb

## Tourism and Leisure Committee December 2021

### Report from Caroline Darlington, Tourism Manager and Matt Hardy, Service Coordinator

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Court Farm Country Park  
The Grand Pier  
Jump n Jackz  
Mendips Raceway CLOSED DOWN  
Noah's Ark Zoo Farm  
Ocean Adventurers  
Puxton Park  
Rich's Cider  
Water Adventure Play Park  
West Somerset Railway  
WsM Museum  
Weston-super-Mare Golf Club  
Weston-super-Mare AFC  
The Winter Gardens Pavilion  
Wookey Hole Caves

#### **Restaurants**

Bistrot Pierre  
The Blitz Tearoom  
Hadleys at Number One  
Kaspa's Desserts  
Nando's  
Proud Bar  
Tiffin at The Beach  
Tiffin at The Pier  
Winston's Fish Bar

#### **Shopping**

(BID) Dolphin Square  
Grove Village (BID)  
High Street (BID)  
Orchard Meadows (BID)  
Town Centre Gateway (BID)  
Sovereign Shopping Centre  
First Bus

We have visited the General Manager of the YMCA new hotel, The Beach, formerly the RAFA Flowerdown House. They have 18 rooms and are keen to establish themselves in the marketplace, so we are hoping for a Gold Partnership Package and we are waiting for a second appointment to meet with their Marketing Manager to confirm.

We have also met with the marketing manager at the South Sands Hotel in Sand Bay, formerly The Commodore.

To consolidate our relationship with the current partners, we shall arrange an open meeting in the New Year, possibly at The Blakehay as there is little point in meeting at the current VIC location. This will showcase our destination marketing campaigns, provide an opportunity to review the current climate and to network.

In the winter months when the VIC is closed to the public, the permanent tourism staff are consolidating customer relations and developing sales to new partnerships. We have a number of confirmed appointments and fully expect to report new signings at the next Tourism & Leisure Committee.

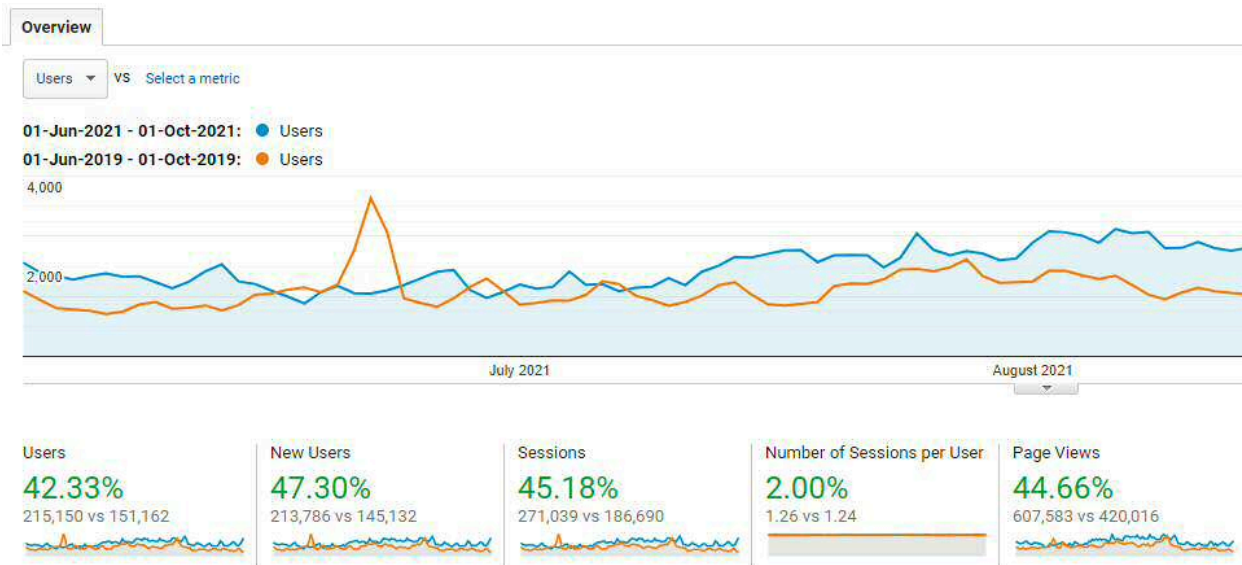
## Tourism and Leisure Committee December 2021

### Report from Caroline Darlington, Tourism Manager and Matt Hardy, Service Coordinator

#### 8.2 Statistics

As members will be aware, Visit Weston have a presence across several digital platforms as it the most efficient and effective method of communicating with our audience. We are currently exploring a cross posting platform called Agorapulse (already being used across Town Council sites) to allow us to have a more consistent message.

We are happy to report that the Visit Weston website saw a 45% increase in visitors between 1<sup>st</sup> June '21 to 1<sup>st</sup> October '21 compared to the same period in 2019 as demonstrated in the graph below taken from Google Analytics.



Between 1<sup>st</sup> October '21 and 2<sup>nd</sup> December '21 there have been 89,721 sessions on the Visit Weston website with 162,858 pages viewed.



The reach of the website continues to be holding steady, however we are seeing a few new additions in the top 25 cities viewing the site.

| City      | Users  | Sessions | Pages/Session |
|-----------|--------|----------|---------------|
| London    | 16,665 | 18,879   | 1.68          |
| Bristol   | 11,265 | 13,428   | 1.64          |
| (not set) | 7,090  | 8,063    | 1.96          |



## Tourism and Leisure Committee December 2021

### Report from Caroline Darlington, Tourism Manager and Matt Hardy, Service Coordinator

| City              | Users         | Sessions      | Pages/Session |
|-------------------|---------------|---------------|---------------|
| Weston-super-Mare | 5,327         | 6,559         | 1.67          |
| Taunton           | 1,990         | 2,295         | 1.59          |
| Birmingham        | 1,907         | 2,206         | 2.12          |
| Clevedon          | 1,717         | 2,082         | 1.58          |
| Bridgwater        | 1,586         | 1,804         | 1.6           |
| Cardiff           | 1,248         | 1,452         | 1.98          |
| Edinburgh         | 1,038         | 1,120         | 1.72          |
| Chicago           | 1,027         | 1,028         | 1             |
| Glastonbury       | 820           | 976           | 1.87          |
| Ghent             | 731           | 796           | 1.55          |
| Bath              | 630           | 719           | 1.79          |
| Manchester        | 610           | 684           | 1.86          |
| Cheltenham        | 524           | 596           | 1.93          |
| Glasgow           | 488           | 514           | 1.49          |
| Exeter            | 447           | 501           | 1.97          |
| Newport           | 433           | 513           | 1.79          |
| Gloucester        | 357           | 399           | 1.88          |
| Coventry          | 335           | 380           | 2.11          |
| Leeds             | 334           | 369           | 2.08          |
| Dublin            | 330           | 335           | 3.4           |
| Southampton       | 324           | 365           | 1.78          |
| Worcester         | 324           | 382           | 2.16          |
|                   | <b>78,260</b> | <b>89,721</b> | <b>1.82</b>   |

Visit Weston, as of 3<sup>rd</sup> December 2021, have 5579 page likes on Facebook and 1905 followers on Instagram.

### 8.3 Future VIC Locations for 22/23

With the move to Mercury House for the entire council and the plans to relocate the Visitor Centre to the reception area of that building, we shall be able to focus on a more general information centre and become the hub for visitors both from our residents and visitors from further afield.

As well as operating the satellite VIC from the cabin in the waterpark, we are also hoping to have a team of seasonal casual staff specifically tasked with being a presence around Weston. This team will be able to disseminate information to visitors and residents alike as well being able to signpost visitors to other town council services.

We have been approached by NSC to consider using the Silica as an information point and have begun investigating the costs for digital screen systems that can be updated over the web. This is also something which is being discussed in our bi-weekly WPA meetings.

### 8.4 Tuk Tuks

After reviewing how we were able to utilise the tuk tuks during the past season, it became increasingly obvious that we require a dedicated resource and strategy in order to maximise their

## **Tourism and Leisure Committee December 2021**

### **Report from Caroline Darlington, Tourism Manager and Matt Hardy, Service Coordinator**

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usage. As a result, we have included this resource in our budget proposal and we have created a schedule based on locations we already have permissions to park the vehicles.

If we are successful in recruiting the number of casual staff required, we will be able to ensure that the tuk tuks are in prominent positions across Weston 7 days a week during peak periods. However, if we are limited in the staffing resource available this will impact our ability to achieve this aspiration.

Storage of the tuk tuks is still proving to be very difficult over the winter. We have been exploring the opportunity to rent a garage located on Stafford Road, however, due to supply issues we are experience a delay in getting the door repaired which is necessary before we can move them in. Both of the vehicles are currently being stored in the secure courtyard of Grove Lodge.

It is also worth noting that all staff and volunteers (including members) are insured to drive the vehicles if they have the appropriate driving license. We encourage anyone who would be interested in learning how to drive them to contact me for training.

#### **8.5 DVD Destination Promotional Video**

Many of the coach drivers we have spoken to have suggested that on-board videos of Weston-super-Mare would be advantageous to encouraging more trips to the town. We have invited quotes from 3 companies to create a story-line video of what is on offer here, ranging from the obvious such as the beach and pier, to other attractions such as all of our open spaces and walks, wide range of dining experiences, blue plaque walking trail, art and architecture walking trail, sporting activities such as the windzone and more.

We have approached several film makers and have received quotes back from 2 of them (at time of writing). However, we are keen to seek involvement from the WPA to ensure that we are all telling the same story and are on the same page. We have requested a meeting with Cllr Canniford and hopefully we will be able to give a verbal update to this report at the meeting.

Due to nature of this project, the estimated cost will be approximately £7,000. The two quotes we have obtained so far do fall slightly below this mark, however we will ensure to keep members informed and seek committee approval before we proceed.

#### **9. New Logo**

See presentation attached

***Members are requested to consider:***

- ***Approval of new Visit Weston logo***





# Placemaking & Visit Weston-super-Mare

As the Placemaking Strategy begins to take shape in Weston-super-Mare, we feel that the branding for our tourism and visitor information department should reflect some of those changes also. The purpose of this document is to demonstrate how Visit Weston-super-Mare can adapt to the Placemaking Strategy, whilst maintaining its identity as a Town Council service.

The logo prominently features the new Placemaking font (Superstencil Regular) and also features Gill Sans Nova, a font used across other Town Council Services. There are three versions of the new logo, colour, black and white (shown on a gradient background). The colours used in the gradient are the same as the colour scheme currently used by Visit Weston-super-Mare and will help us to maintain our identity with our current audience.

Superstencil Regular  
Gill Sans Nova - Medium  
92pt

|   |                             |   |                              |
|---|-----------------------------|---|------------------------------|
|  | R - 8<br>G - 173<br>B - 223 |  | R - 29<br>G - 160<br>B - 145 |
|---|-----------------------------|---|------------------------------|



- Home
- Where to Stay >
- Things to Do >
- Food & Drink >
- What's On >
- Shopping >
- SuperWeston >
- Need to Know Information >

### We Recommend



Visitor Information Centre



Explore the Great Outdoors



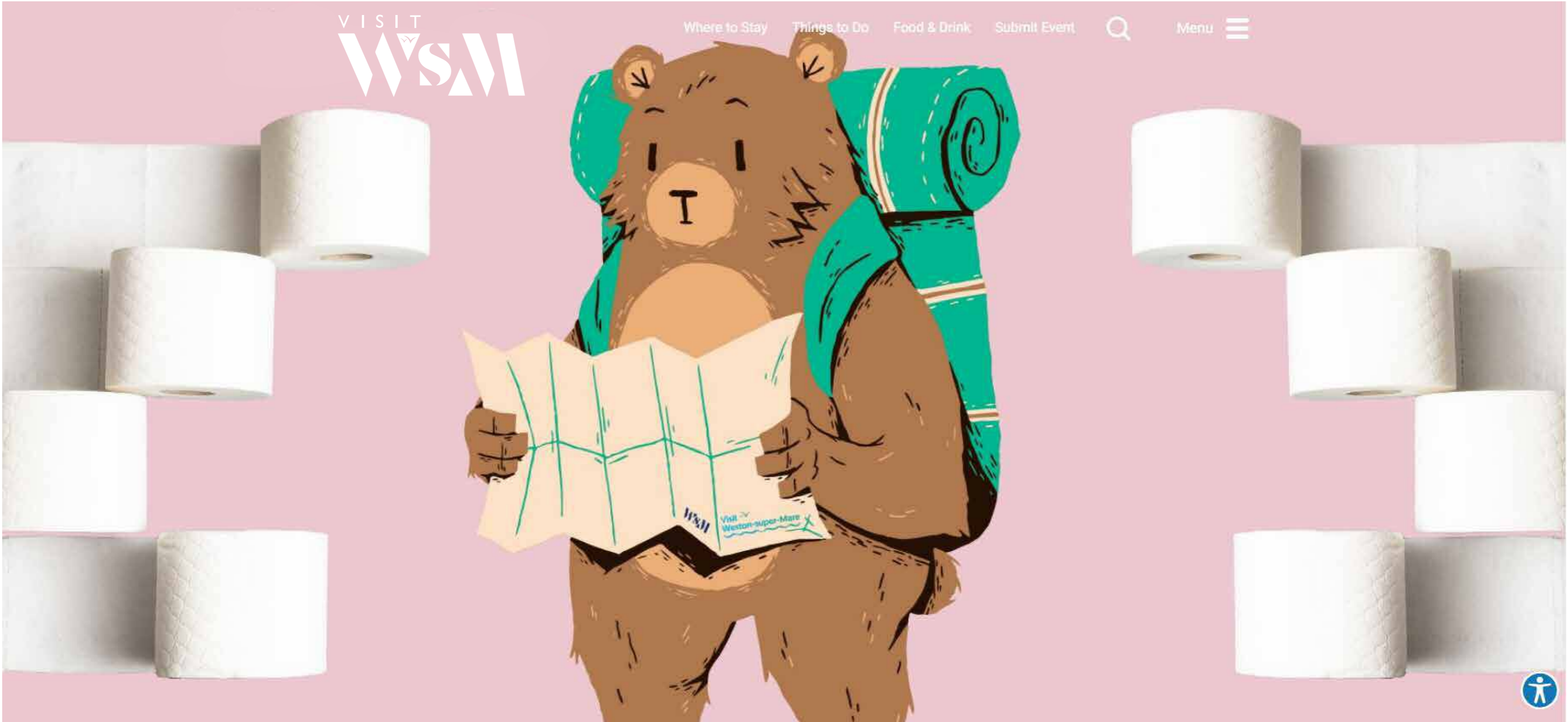
Frequently Asked Questions



Dog Friendly Weston-super-Mare



Website - Header Banner





You are here: Home > Where to Stay

# Accommodation in Weston-super-Mare


[List View](#)
[Map View](#)
[Grid View](#)

[Refine By](#)
[Search Again](#)

Number of results: 33

Sort By: Price - Lowest | Price - Highest | Grading: Highest | A-Z | Z-A

1 2 next



### Grove Lodge

Weston-super-Mare

Grove Lodge is under the personal care of Anne and Martin. All our bedrooms have en-suite facilities with colour televisions, hostess trays and rooms are tastefully decorated and furnished to a high standard, ensuring you a comfortable stay.

Price

## £65.00

to £95.00  
Per room (breakfast included)

[More Details](#)



### Highlea House

Weston-super-Mare

Highlea House, previously known as Highlea Hotel, was purchased by Judith and Scott in 2018 and they have thoroughly enjoyed giving the property a complete



Facebook - Profile Image

facebook

Email or phone

Password

Log In

Forgotten account?



Visit Weston-super-Mare  
@visitweston

- Home
- About
- Posts
- Photos
- Events
- Instagram
- Videos
- Twitter
- Sign up for e-newsletter!
- Community

Create a Page



Like Share ...

Send Message



Coronavirus (COVID-19) update from Visit Weston-super-Mare

Due to challenges caused by coronavirus (COVID-19), we're providing our customers with extra support and resources.

Visit Visit-westonsupermare.com

Posts



Visit Weston-super-Mare

21 September at 02:24

Updated to include a few more events, please be aware that things change at lightning speed, but we hope we have captured plenty of

Visit Weston-super-Mare  
Tourist information centre in Weston-super-Mare

Community See all

Instagram - Profile Image

Instagram



visitweston Edit Profile

306 posts 1,862 followers 286 following

Visit Weston-super-Mare
Local & travel website
Visit Weston-super-Mare - the official account for the seaside of North Somerset
#VisitWeston
Ink.bio/Hgh9

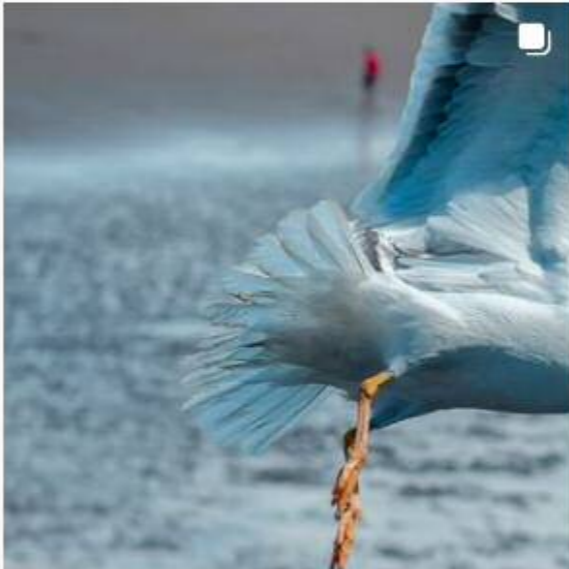


TicTuks

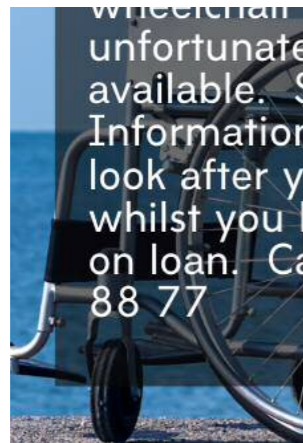


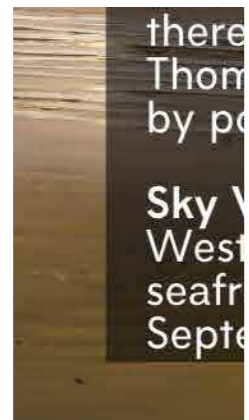
Highlights

POSTS IGTV SAVED TAGGED









# Marketing Campaigns

**VISIT WSM**

Family Fun & Attractions

Year Round Events

Beach & Lawns

Explore the West Country

**There's more to explore in Weston-super-Mare**  
[visit-westonsupermare.com](http://visit-westonsupermare.com)  
 The official website for Weston-super-Mare

Follow us online: VisitWeston

Tag us in your photos: *#VisitWeston*

**VISIT WSM**

There's more to explore in Weston-super-Mare

Family Fun & Attractions

Year Round Events

Beach & Lawns

Explore the West Country

[visit-westonsupermare.com](http://visit-westonsupermare.com)  
 The official website for Weston-super-Mare

Follow us online: VisitWeston

Tag us in your photos: *#VisitWeston*

**VISIT WSM**

Family Fun Events Attractions

Explore the West Country

Food Miles of Beach Drink

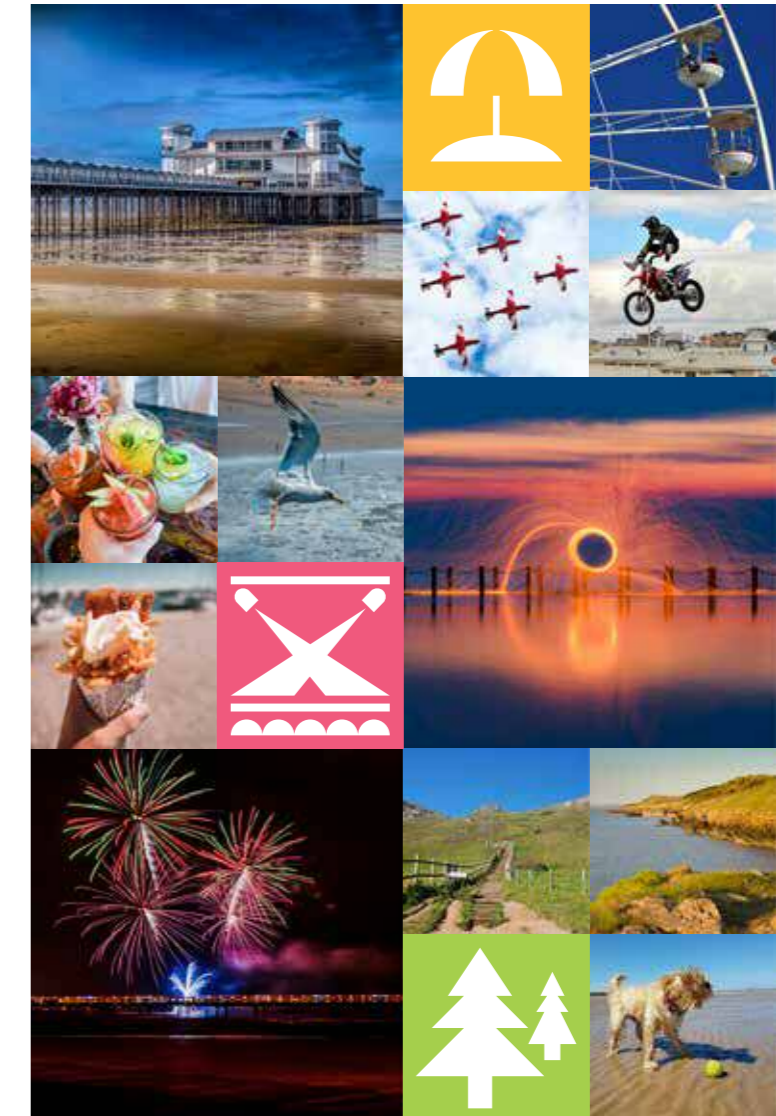
Walks Cycling Wellbeing

**Everyone is welcome in Weston-super-Mare**  
[visit-westonsupermare.com](http://visit-westonsupermare.com)

@VisitWeston  
 #VisitWeston

As the Placemaking Strategy continues to develop and the iconography (glyphs) become more synonymous with Weston-super-Mare, we can begin to incorporate them in both our website and marketing campaigns.

## Digital and Print Campaigns



Everyone is welcome  
in Weston-super-Mare  
[visit-westonsupermare.com](http://visit-westonsupermare.com)



# Visit Weston-super-Mare Website

In this  
*Section*



Bistrot Pierre



Atlantic Fish Bar and Restaurant



The Bay



Kaspa's Desserts

You may also  
*Like*



What's On



Shopping



Weston-super-Mare Town Council

# Visit Weston Website Design and Build

Tender Report

Contract Reference:  
VWW/August2021

December 2021

Prepared by Weston-super-Mare Town Council Development Officer

## Contents

- 1.0 Introduction
- 2.0 General Comments
- 3.0 Financial Submission
- 4.0 Written Submission
- 5.0 Interview
- 6.0 Summary
- 7.0 Conclusion
- 8.0 Decision

### Appendix

- A. Completed Forms of Tender
- B. Technical Submission Assessment

## 1.0 Introduction

This Tender Report provides an analysis of the tenders returned in response to enquiries sent for the procurement of a Design & Build Contractor to support the creation of the Visit Weston Website, with ongoing maintenance.

## 2.0 General Comments

This Tender Report provides an analysis of the tenders returned in response to enquiries sent out by Weston-super-Mare Town Council to 12 companies who had expressed an interest in the project following the advert placed by the Town Council, these companies were: -

1. Clearwater Traditional Marketing Ltd, 1 Boundary Close, Bradenstoke, Chippenham, Wiltshire, SN15 4JZ
2. Domain7 Solutions (U.K) Ltd (trading as Domain7), Hikenield House, East Anton Court, Icknield Way, East Anton, Andover, SP10 5RG
3. FCD Design, 20-22 Wenlock Road, London, N1 7GU
4. GOOD ADVICE PUBLIC RELATIONS LIMITED, Flat 4, Omega Building, 203 Amhurst Road, London, E8 2RP
5. JSC Iverta, Galinio Pylimo g., 7, LT- 91230, Klaipėda, Lithuania
6. New Mind Internet Consultancy Limited (Trading as Simpleview Europe), 1.02 South Harrington Building, 182 Sefton Street, Brunswick Business Park, Liverpool, L3 4BQ
7. Platform81 Ltd, 399 Didsbury Road, Heaton Mersey, Stockport, SK4 4HB
8. The Proactive Group Ltd (trading as Proactive Code), Unit 2, Hawthorne Court, Howley Park Road, Morley, LS27 0FD
9. So design consultants, The Carriage Works, London Road, Bridgegate, Bristol, BS30 5NA
10. T&S Creative Communications, 470 bath road, Bristol, BS4 3HG
11. Yaku Labs, 81b Overhill Road, London, SE22 0PQ
12. SOS Creativity Limited, Atlas 5 St. Georges Square, Bolton, BL1 2HB

Tenders were received by 12.00 noon on Friday 29 November 2021 from the following companies (copies of the Form of Tender are in appendix A):

1. Clearwater Traditional Marketing Ltd, 1 Boundary Close, Bradenstoke, Chippenham, Wiltshire, SN15 4JZ
2. Domain7 Solutions (U.K) Ltd (trading as Domain7), Hikenield House, East Anton Court, Icknield Way, East Anton, Andover, SP10 5RG
3. The Proactive Group Ltd (trading as Proactive Code), Unit 2, Hawthorne Court, Howley Park Road, Morley, LS27 0FD
4. New Mind Internet Consultancy Limited (Trading as Simpleview Europe), 1.02 South Harrington Building, 182 Sefton Street, Brunswick Business Park, Liverpool, L3 4BQ



The tenders were delivered to the offices of Weston-super-Mare Town Council. The 4 tenders submitted were opened by Councillor Peter Crew and Officers Sarah Pearse (Deputy Town Clerk), Molly Maher (Development Officer) and Matt Hardy (Service Coordinator). The tenders were collated and review by officers of the Town Council for assessment.

Tenders were not received from 8 companies who expressed an initial interest, these were: -

1. FCD Design, 20-22 Wenlock Road, London, N1 7GU
2. GOOD ADVICE PUBLIC RELATIONS LIMITED, Flat 4, Omega Building, 203 Amhurst Road, London, E8 2RP
3. JSC Iverta, Galinio Pylimo g., 7, LT- 91230, Klaipėda, Lithuania
4. Platform81 Ltd, 399 Didsbury Road, Heaton Mersey , Stockport, SK4 4HB
5. So design consultants, The Carriage Works, London Road, Bridgegate, Bristol, BS30 5NA
6. T&S Creative Communications, 470 bath road, Bristol, BS4 3HG
7. Yaku Labs, 81b Overhill Road, London, SE22 0PQ
8. SOS Creativity Limited, Atlas 5 St. Georges Square, Bolton, BL1 2HB

The following company withdrew their interest before the tender deadline: -

1. FCD Design, 20-22 Wenlock Road, London, N1 7GU

The Tenders have been analysed and checked, in accordance with the criteria of the Town Council, which has appointed a weighting of 70% to the written submission and financial assessment, 30% to an interview.

This report will analyse the results of the quality submissions and interview results and present the information to enable the Town Council to make a final decision and appoint a design & build contractor to work with to complete the Visit Weston Website.

### 3.0 Financial Submission

The tender was sent out to procure a design & Build contractor for the Visit Weston website. No budget was set for the creation of the website, but £10,500 annual cost was allocated for ongoing maintenance on a 3-year contract with an option to extend to 5 years.

#### Tender Returns – Budget Submission design and build

| Company                   | Clearwater | Domain7 | Proactive Code | Simpleview |
|---------------------------|------------|---------|----------------|------------|
| Tender Figure             | £7,100     | £88,900 | £22,000        | £28,994    |
| Budget breakdown Included | Partial    | Yes     | Yes            | Yes        |

#### Tender Returns – Budget Submission Maintenance per annum

| Company                   | Clearwater | Domain7 | Proactive Code | Simpleview |
|---------------------------|------------|---------|----------------|------------|
| Tender Figure             | £4,200     | £12,000 | £10,500        | £10,332    |
| Budget breakdown Included | Yes        | Yes     | Partial        | Yes        |

A review of the budget breakdowns included within the tender has been undertaken, further clarification is required from several of the design & build contractor, outline comments are detailed below.

#### 1. **Clearwater**

The ongoing maintenance has been broken down to monthly cost, separating the hosting, SEO and Security. There is no breakdown of the website build.

#### 2. **Domain7**

Full budget breakdown into the different phases of the build: discovery, design and development. Each phase is fully costed, with options available for hosting based on specific needs. Have provided hourly fee for ongoing maintenance, noting that whilst maintenance is costed at £12,000, allowing for 10 hours a month, it can be reduced to £10,500 if less time is required.

#### 3. **Proactive code**

The main budget headings have been broken down. Have costed the annual hosting fee, but stated that SEO is not included in this maintenance quote and would have to be negotiated for an additional fee based on need.

#### 4. **Simpleview**

Full budget breakdown into the different phases of the build, with SEO support broken down also. Individual application costs have also been broken down.

### Tender returns – financial assessment Score

| <b>Information</b>  | Clearwater | Domain7  | Proactive Code | Simpleview |
|---|------------|----------|----------------|------------|
| Quote submitted in accordance with Tender Instructions (WsM TC Procurement Regulations & Project Brief)           | Yes        | Yes      | Yes            | Yes        |
| Total Points (out of 35)  | 35         | 6        | 27             | 27         |
| Score Carried through to Tender assessment (questionnaire points converted to percentage for 35% of overall mark) | <b>35</b>  | <b>6</b> | <b>27</b>      | <b>27</b>  |

The highest scoring submissions, in order, are: -

1. Clearwater
2. (2+3) Proactive Code and Simpleview
3. Domain7

It should be noted that only two of the submissions included detailed financial cost statement noting how the design and maintenance will be achieved, as requested in the tender specification (1.8.1 b), these were Domain7 and Simpleview.

With no set budget, there is a large disparity between quotes for the project, with the highest quote over 12x bigger than the lowest. The remaining two quotes are closer, with nearly £7,000 difference.

## 4.0 Written Submission

35% of the points available as part of the tender process are available through an assessment of their written submission, this is a combined assessment of the technical and experience criteria required of the companies and their interpretation of the design brief.

In appendix B is a copy of the completed score sheet and pre-agreed marking criteria. The score sheet grades the written submissions against the key criteria requested within the design brief and includes details of the design team, consultants, experience of undertaking similar projects and the technical aspects of the concept design.

The tender evaluations were evaluated against the pre-agreed criteria and the marks awarded are shown in the table below.

### Tender Returns – Written Submission Score

| Information   | Clearwater | Domain7   | Proactive Code | Simpleview |
|---|------------|-----------|----------------|------------|
| Quote submitted in accordance with Tender Instructions (WSM TC Procurement Regulations & Project Brief)           | Yes        | Yes       | Yes            | Yes        |
| Total Points (out of 50)  | 13         | 46        | 35             | 35         |
| Score Carried through to Tender assessment (questionnaire points converted to percentage for 35% of overall mark) | <b>9</b>   | <b>32</b> | <b>25</b>      | <b>25</b>  |

The highest scoring submissions, in order, are: -

1. Domain7
2. (2+3) Proactive Code and Simpleview
3. Clearwater

The quotes were all submitted in accordance with the instructions issued at tender, either with regard to the procurement requirements of the Town Council or with regard to the project brief issued as part of the tender guidance.

With the tender submission, firm instructions were given to the companies submitting tenders concerning the date and time that the tenders should be returned, the labelling of the tender returns and a formal form of tender, this is to ensure that the tender submissions comply with the Town Councils Procurement Regulations.

The tender documents sent out also included a list of the information that was to be submitted as part of the tender submission to allow a detailed assessment to be undertaken, the eight headings are detailed below.

**1. Programme**

Please submit a programme, outlining the key project dates, milestones and stages with confirmation of the completion by 31<sup>st</sup> March 2022.

**2. Financial cost Statement**

Please submit a Financial Cost Statement detailing how the design project will be achieved. In addition, ongoing maintenance costs should be detailed.

**3. Design Approach**

The tenderer must demonstrate within their submission how the proposed design promotes inclusivity for all potential users, and demonstrate how they will achieve the various elements of the contract which include ongoing maintenance of the site with support service provision available along with SEO experience and the capacity to advise the Town Council of SEO recommendations, along with full delivery of **WCAG compliance to AA standard**.

**4. Design Information**

Please submit an initial design this should include:

- A. a briefing document / design summary that explains how the design meets the requirements of the specification.
- B. An outline of the SEO strategy for the duration of the project
- C. A mock up of the homepage, using the Visit Weston super Mare branding which is provided in a separate branding document.
- D. Details of handover and operation including maintenance

**5. Experience**

Please submit details of three previous similar projects that you have undertaken, please provide contact details for the clients and all relevant information such as value of works, contract duration and client liaison to be able to obtain references.

**6. Company Information**

- A. Please provide full information of whether the works will be undertaken in house or if any sub contractors will be used on any elements of the projects, if sub contractors are to be used please provide relevant information for the sub contractors.
- B. Please provide details of how your company will have regard for the Town Council's commitment to be carbon neutral by 2030.

**7. Contract terms and condition**

Contract terms and conditions should be included in the submission.

**8. Additional Information**

Please submit any additional information that would be beneficial to the assessment of the tender.

Comments

The submissions have been assessed by officers of the Town Council. Detailed below are comments on the completeness and validity of the tender submissions, these comments may not rule out companies but there are areas where additional

information will need to be obtained and checked before awarding the contract could be considered.

**1. Clearwater Traditional Marketing Ltd**

They did not include all of the documents required in the schedule of documents (above), omitting information related to: design approach, Design information and company information. Whilst they confirmed WCAG compliance, they did not specify to a AA standard as asked in the specification. Whilst they have demonstrated examples which link to destination marketing, they do not specifically reference destination marketing in their proposal. Social media integration is mentioned. There is mention of a “great network of businesses” who can be called upon for support, but no further information relating to subcontractors is provided. There is no mention of the Council’s commitment to be carbon neutral as noted in the specification. There was no confirmation of completion date in the tender, however it was confirmed as part of the EOI phase. They make no reference to training of officers, or the ability for officers to edit pages within the website. The ongoing maintenance has been broken down to monthly cost, separating the hosting, SEO and Security. There is no breakdown of the website build cost.

**2. Domain7 Solutions (U.K) Ltd (trading as Domain7)**

There is no mention of social media integration. There is a brief note on editing capabilities, but no examples are provided. There are examples of working with Town/District Councils, but not in England.

**3. New Mind Internet Consultancy Limited (Trading as Simpleview Europe)**

They did not include all of the documents required in the schedule of documents (above), omitting information related to: Design Approach, Design Information and Contract terms and conditions. Whilst they confirmed WCAG compliance, they did not specify to a AA standard as asked in the specification. They did not provide contract terms and conditions. No dedicated individual was nominated as a contact.

**4. The Proactive Group Ltd (trading as Proactive Code)**

They did not include all of the documents required in the schedule of documents (above), omitting information related to: Experience. They have no relevant experience with destination marketing, or working with Town and Parish Councils. Whilst there is no experience of Destination Marketing they have demonstrated a brief understanding. They have costed the annual hosting fee, but stated that SEO is not included in this maintenance quote and would have to be negotiated for an additional fee based on need.

## 5.0 Interview

30% of the points available as part of the tender process are available to the submission through an interview, this was scored by a panel of Councillors and officers.

The questions are designed to evaluate how the Companies would approach working closely with the Town Council in the creation of the website, how closely they have followed the Town Councils brief and the quality of the submission.

The company's responses to the interviewer's questions were evaluated against the pre-agreed criteria and the marks awarded are shown in the table below.

### Interview Evaluation

| Information   | Clearwater | Domain7   | Proactive Code | Simpleview |
|---|------------|-----------|----------------|------------|
| Total Points (out of available 150)   | 73         | 133       | 86             | 129        |
| Score Carried through to Tender assessment (questionnaire points converted to percentage for 30% of overall mark) | <b>15</b>  | <b>27</b> | <b>17</b>      | <b>26</b>  |

The highest scoring submissions, in order, are: -

1. Domain7
2. Simpleview
3. Proactive Code
4. Clearwater

Domain7 gave the best presentation and most comprehensive answers, being awarded 89% of the available marks by the panel, the other three tenders were awarded between 49% and 86% of the available marks for their submissions.

During the interview the panel members were given the opportunity to comment upon the presentations given, while these comments have not been used to formally score the interviews they do provide additional information on the panels reaction to the interviews. Some of the comments were common to several panel members. This has been noted below.

#### **a. Clearwater**

- An audit would be carried out to establish what is needed
- At least 2 face to face training sessions.
- Noted the importance of reporting

- Working on his own, 90% of the work would be done by 1 person
- Site would be mobile friendly
- Had not looked at the existing site
- b. Domain7**
  - Very professional presentation
  - Large company with big clients, resulting in a large quote for works
  - Constant ongoing build of website
  - Use of workshops and train the trainer training
  - Researched Town Council objectives and strategy
  - Did not have evidence of working on destination marketing, but general understanding
  - 24-hour support available through 'gold package'
  - Could deliver AAA compliance if required in the future, ongoing compliance support available
- c. Proactive Code**
  - Not impressed with presentation
  - Lack of understanding of questions raised
  - Good response regarding carbon aims and ethical values
  - Visited Weston "virtually". Impression of Weston and marketing needs incorrectly identified as a result.
  - SEO cost not included in tender, further negotiations required
- d. Simpleview**
  - Good understanding of requirements
  - Design mobile platforms first, and then adapt for PC as majority of users use phones.
  - complete understanding of destination marketing
  - 1-2-1 training and support team available 8am-5.30pm
  - Climate change initiatives in place



## 6.0 Summary

The points awarded for the two parts of the quote assessed have been entered the table below.

| Information                             | Clearwater | Domain7   | Proactive Code | Simpleview |
|---|------------|-----------|----------------|------------|
| Points awarded for written submission   | 9          | 32        | 25             | 25         |
| Points awarded for financial submission | 35         | 6         | 27             | 27         |
| Points awarded for interview            | 15         | 27        | 17             | 26         |
| <b>Total</b>                            | <b>59</b>  | <b>65</b> | <b>68</b>      | <b>77</b>  |

As can be seen in terms of total points scored the following companies, in order, had the best overall scores for their submission: -

1. Simpleview
2. Proactive Code
3. Domain7
4. Clearwater

### Financial Assessment

Both Simpleview and Proactive Code were close in financial submission, with a difference of £6,994. Clearwater was a much lower quote, with the score for technical submission and interview reflective of a lack of understanding or ability to provide the correct service. Domain7 scored the lowest for the financial assessment.

### Technical Assessment

With the written submission assessment, both Simpleview and Proactive Code scored the same, in joint 2<sup>nd</sup>/3<sup>rd</sup>. Domain7 did receive higher technical submission score, but did not come first overall due to the low score received in the financial assessment. Clearwater scored the lowest for the technical assessment.

### Interview

With the interview assessment, Simpleview scored much higher than Proactive Code, with almost 30% difference. Domain7 received the highest interview score, though only 2% more than Simpleview, which was not enough to redeem them from the low score given from the financial assessment. Clearwater received the lowest score at the interview.

## 7.0 Conclusion

The Tender process provides a robust procurement route for a Design & Build contractor for this scheme. The costs obtained are varied, with a clear impact on the quality of submission.

While Domain7 provided the best written submission, and best score at interview, the bottom score given for the financial assessment put them in third place.

The top two companies, Simpleview and Proactive Code received identical scores for the financial assessment and written submission. However, at interview, where the panel of Councillors, Users and officers were able to review and question the methodology and proposals in detail, Simpleview were clearly seen to provide more comprehensive and detailed answers. This result at interview resulted in a 9-point difference overall.

The conclusion of the panel, upon completing the interviews and reviewing the score received from the financial submission and the written submission, would be to recommend that the Town Council appoint Simpleview, subject to available funds, for the design & build of the Visit Weston Website.

## 8.0 Decision

### Members are requested to:

1. Appoint a contractor for the Website Design.
2. If 1 is agreed, note the allocation of funds was approved by the council, at the meeting held 22<sup>nd</sup> November 2021 to allow the order to be raised ahead of funds being included in the budget for 2022-2023.

## Appendix A

### Completed Forms of Tender

**Form of Tender –** Visit Weston Website Design and Build

**To Client:** Weston-super-Mare Town Council

**Tender in Respect of:** Visit Weston Website Design and Build

**Tender Return Deadline:** 12 noon, 29<sup>th</sup> October 2021

Sirs,

Having read the requirements of the schedule of works & Contract Requirements and associated documentation delivered I/We do hereby offer to execute and complete the design of the works described for the sum of

SEVEN THOUSAND ONE HUNDRED POUNDS.....(in words)  
(exclusive of VAT)

£ 7,100.00.....(in numbers)  
(exclusive of VAT)

Having read the requirements of the schedule of works & Contract Requirements and associated documentation delivered I/We do hereby offer to execute and complete the ongoing maintenance of the works described for the sum of (per annum cost)

FOUR THOUSAND TWO HUNDRED POUNDS.....(in words)  
(exclusive of VAT)

£ 4,200.00.....(in numbers)  
(exclusive of VAT)

I/We agree that the information supplied with this Form of Tender are complete and correct and that this quotation remains open for consideration for 12 weeks from the date fixed for the submission of tenders. In the event of our tender being accepted we will execute a formal contract with Weston-super-Mare Town Council. We understand and acknowledge that no pledge is given to accept the lowest or any other tender.

We acknowledge that if our tender is accepted, we will be appointed as the design and build contractor as detailed in the tender specification and we confirm that we will comply in all respects with the requirements set out therein.

We have not computed the amount of my/our tender figure by consultation with any other person, firm, company, or organisation of any kind whatsoever (except where it was essential for the purpose of obtaining prices for materials and/or services).

**Contractor:** CLEARWATER TRADITIONAL MARKETING LTD **Date:** 20/10/21

**Address:** 1 BOUNDARY CLOSE, BRADENSTOKE, CHIPPENHAM, SN15 4JZ

**Signature:** 

**Form of Tender –** Visit Weston Website Design and Build  
**To Client:** Weston-super-Mare Town Council  
**Tender in Respect of:** Visit Weston Website Design and Build  
**Tender Return Deadline:** 12 noon, 29<sup>th</sup> October 2021

Sirs,

Having read the requirements of the schedule of works & Contract Requirements and associated documentation delivered I/We do hereby offer to execute and complete the design of the works described for the sum of:

- Eighty eight thousand nine hundred (in words) (exclusive of VAT)
- £88,900 (in numbers) (exclusive of VAT)

Having read the requirements of the schedule of works & Contract Requirements and associated documentation delivered I/We do hereby offer to execute and complete the ongoing maintenance of the works described for the sum of (per annum cost):

- Twelve thousand (in words) (exclusive of VAT)
- £12,000 (in numbers) (exclusive of VAT)

I/We agree that the information supplied with this Form of Tender are complete and correct and that this quotation remains open for consideration for 12 weeks from the date fixed for the submission of tenders. In the event of our tender being accepted we will execute a formal contract with Weston-super-Mare Town Council. We understand and acknowledge that no pledge is given to accept the lowest or any other tender.

We acknowledge that if our tender is accepted, we will be appointed as the design and build contractor as detailed in the tender specification and we confirm that we will comply in all respects with the requirements set out therein.

We have not computed the amount of my/our tender figure by consultation with any other person, firm, company, or organisation of any kind whatsoever (except where it was essential for the purpose of obtaining prices for materials and/or services).

**Contractor:** Domain7 Solutions (U.K.), Ltd

**Date:** 25/10/2021

**Address:** Hikenield House, East Anton Court, Icknield Way, East Anton, Andover, SP10 5RG

**Signature:**



**Form of Tender –** Visit Weston Website Design and Build  
**To Client:** Weston-super-Mare Town Council  
**Tender in Respect of:** Visit Weston Website Design and Build  
**Tender Return Deadline:** 12 noon, 29<sup>th</sup> October 2021

Sirs,

Having read the requirements of the schedule of works & Contract Requirements and associated documentation delivered we do hereby offer to execute and complete the design of the works described for the sum of

|                            |                                 |
|----------------------------|---------------------------------|
| Twenty two thousand pounds | (in words) (exclusive of VAT)   |
| £22,000                    | (in numbers) (exclusive of VAT) |

Having read the requirements of the schedule of works & Contract Requirements and associated documentation delivered we do hereby offer to execute and complete the ongoing maintenance of the works described for the sum of (per annum cost)

|                                  |                                 |
|----------------------------------|---------------------------------|
| Ten thousand five hundred pounds | (in words) (exclusive of VAT)   |
| £10,500                          | (in numbers) (exclusive of VAT) |

We agree that the information supplied with this Form of Tender are complete and correct and that this quotation remains open for consideration for 12 weeks from the date fixed for the submission of tenders. In the event of our tender being accepted we will execute a formal contract with Weston-super-Mare Town Council. We understand and acknowledge that no pledge is given to accept the lowest or any other tender.

We acknowledge that if our tender is accepted, we will be appointed as the design and build contractor as detailed in the tender specification and we confirm that we will comply in all respects with the requirements set out therein.

We have not computed the amount of our tender figure by consultation with any other person, firm, company, or organisation of any kind whatsoever (except where it was essential for the purpose of obtaining prices for materials and/or services).

**Contractor:** Proactive Code

**Date:** 27/10/2021

**Address:** Proactive Code, Unit 2, Hawthorne Court, Howley Park Road, Morley, Leeds, LS27 0FD

**Signature:**



**Form of Tender –** Visit Weston Website Design and Build  
**To Client:** Weston-super-Mare Town Council  
**Tender in Respect of:** Visit Weston Website Design and Build  
**Tender Return Deadline:** 12 noon, 29<sup>th</sup> October 2021

SP  
  


Sirs,

Having read the requirements of the schedule of works & Contract Requirements and associated documentation delivered I/We do hereby offer to execute and complete the **design of the works** described for the sum of

Twenty Eight Thousand & Nine Hundred and Ninety Four Pounds  
.....(in words)  
(exclusive of VAT)  
£ 28,994.00 .....(in numbers)  
(exclusive of VAT)

Having read the requirements of the schedule of works & Contract Requirements and associated documentation delivered I/We do hereby offer to execute and complete the **ongoing maintenance** of the works described for the sum of (per annum cost)

Ten Thousand Three Hundred and Thirty Two Pounds  
.....(in words)  
(exclusive of VAT)  
£ 10,332.00 .....(in numbers)  
(exclusive of VAT)

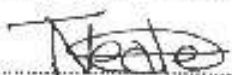
I/We agree that the information supplied with this Form of Tender are complete and correct and that this quotation remains open for consideration for 12 weeks from the date fixed for the submission of tenders. In the event of our tender being accepted we will execute a formal contract with Weston-super-Mare Town Council. We understand and acknowledge that no pledge is given to accept the lowest or any other tender.

We acknowledge that if our tender is accepted, we will be appointed as the design and build contractor as detailed in the tender specification and we confirm that we will comply in all respects with the requirements set out therein.

We have not computed the amount of my/our tender figure by consultation with any other person, firm, company, or organisation of any kind whatsoever (except where it was essential for the purpose of obtaining prices for materials and/or services).

Contractor: Simpleview Europe Date: 28/10/21

Address: 1.02 South Harrington Building, 182 Sefton Street  
Brunswick Bus Pl. Liverpool L3 4BA

Signature: 

## Appendix B

# Technical Submission Assessment



**Technical submission assessment criteria**

| No | Question   | Response   | Points |
|----|--|--|--------|
| 1. | Met the criteria in the schedule of document listed a-h  | a. Met all of the criteria   | 5      |
|    |  | b. Met 5 and above of the criteria   | 3      |
|    |  | c. Met under 5 of the criteria   | 0      |
| 2. | Must demonstrate a good working knowledge of building and designing destination marketing websites | a. Full information in tender, experience directly relates to project including acknowledgement of relevant legislation                | 5      |
|    |  | b. Partial information in tender, related experience   | 4      |
|    |  | c. Incomplete information of knowledge, related experience   | 2      |
|    |  | d. Incomplete information of knowledge, experience does not directly relate to project   | 1      |
|    |  | e. Insufficient information to assess  | 0      |
| 3. | Nomination of a dedicated person from the company  | f. Full details of the design and build nominated individual and ongoing maintenance individual  | 5      |
|    |  | g. Partial details of the design and build nominated individual and ongoing maintenance individual                                     | 4      |
|    |  | h. Partial details of the design and build nominated individual no information regarding ongoing maintenance individual                | 3      |
|    |  | i. Partial details of the ongoing maintenance individual, no information regarding design and build nominated individual               | 1      |
|    |  | j. Insufficient information to assess  | 0      |
| 4. | Hosting  | a. Full information with regards to hosting platform, and proven capacity to do so   | 5      |
|    |  | b. Partial information with regards to hosting platform, and proven capacity to do so  | 3      |
|    |  | c. Partial information with regards to hosting platform, no proven capacity  | 1      |
|    |  | d. Insufficient information to assess  | 0      |
| 5. | Ability to provide a Destination marketing platform  | a. Full information on previous experience with destination marketing with examples and experience with Town or District Councils      | 5      |
|    |  | b. Full information on previous experience with destination marketing with examples, with no experience with Town or District Councils | 4      |

| No  | Question  | Response   | Points |
|-----|---|--|--------|
|     |   | c. Partial information on previous experience with destination marketing with examples.  | 3      |
|     |   | d. Understanding of provision required with no previous experience   | 2      |
|     |   | e. Insufficient information to assess  | 0      |
| 6.  | Maintenance and support package to include SEO for the duration of the contract | a. Detailed, well thought out support and maintenance package with specific reference to SEO support for the duration of the project | 5      |
|     |   | b. Basic support and maintenance package with specific reference to SEO support for the duration of the project                      | 3      |
|     |   | c. support and maintenance package with no reference to SEO  | 1      |
|     |   | d. No support and maintenance package  | 0      |
| 7.  | Have the ability for officers to edit content within all pages of the website   | a. Confirmation that staff can fully edit pages, with examples of editing process  | 5      |
|     |   | b. Confirmation that staff can partially edit pages, with examples of editing process  | 3      |
|     |   | c. Confirmation of limited editing ability, no examples  | 1      |
|     |   | d. No information on editing provided  | 0      |
| 8.  | Be WCAG compliance to AA standard   | a. Confirmation of WCAG compliance to AA standard with evidence  | 5      |
|     |   | b. Confirmation of WCAG compliance to AA standard, no evidence   | 3      |
|     |   | c. No Confirmation of WCAG compliance to AA standard   | 0      |
| 9.  | Training  | a. Confirmation of training within proposal  | 5      |
|     |   | b. No confirmation of training within proposal   | 0      |
| 10. | Design Approach   | a. Demonstrate how they will promote accessibility to all users and have regard for destination marketing                            | 5      |
|     |   | b. Do not demonstrate how they will promote accessibility to all users and or how they will have regard for destination marketing    | 0      |

**Technical submission question scores**

**Date:** 03/11/2021 **Prepared by:** Molly Maher and Matthew Hardy **Signed:** M.Maher M.Hardy

| No  | Questions  | Clearwater | Domain7 | Proactive Code | Simpleview |
|-----|--|------------|---------|----------------|------------|
| 1.  | Met the criteria in the schedule of document listed a-h  | 3          | 5       | 3              | 3          |
| 2.  | Must demonstrate a good working knowledge of building and designing destination marketing websites | 2          | 5       | 1              | 4          |
| 3.  | Nomination of a dedicated person from the company  | 1          | 5       | 3              | 0          |
| 4.  | Hosting  | 1          | 5       | 3              | 5          |
| 5.  | Ability to provide a Destination marketing platform  | 3          | 5       | 2              | 3          |
| 6.  | Maintenance and support package to include SEO for the duration of the contract                    | 3          | 5       | 5              | 5          |
| 7.  | Have the ability for officers to edit content within all pages of the website                      | 0          | 1       | 3              | 5          |
| 8.  | Be WCAG compliance to AA standard  | 0          | 5       | 5              | 0          |
| 9.  | Training   | 0          | 5       | 5              | 5          |
| 10. | Design Approach  | 0          | 5       | 5              | 5          |
|     | Total points out of 50   | 13         | 46      | 35             | 35         |
|     | Percentage of available points   | 70         | 70      | 70             | 70         |
|     | Percentage of the 70 available points for technical submission                                     | 18         | 64      | 49             | 49         |