

**WESTON-SUPER- MARE TOWN COUNCIL  
MINUTES OF THE TOURISM AND LEISURE COMMITTEE  
HELD AT THE BLAKEHAY ON TUESDAY 14<sup>th</sup> June 2022**

**Meeting Commenced:** 2.33 pm

**Meeting Concluded:** 4.02 pm

**PRESENT:** Councillors Peter Crew (Chairman), Ray Armstrong, Dorothy Agassiz David Dash, Jan Holloway, Roger Bailey & Richard Tucker.

**ALSO IN ATTENDANCE:** Sarah Pearse (Deputy Town Clerk), Fay Powell (Assistant Town Clerk-Operational Services), Caroline Darlington (Tourism Manager), Matthew Hardy (Services Co-ordinator, Molly Maher (Senior Development Officer) and Rebecca Saunders (Civic & Committee Officer).

**1 Election of Chairman 2022/23**

Nominations for the position of Chairman were invited.

**PROPOSED BY:** Councillor Jan Holloway

**SECONDED BY:** Councillor Roger Bailey

A vote was taken and **carried** Accordingly.

**RESOLVED:** That Councillor Peter Crew be elected Chairman of the Tourism and Leisure Committee for the year 2022-23.

**2 Apologies for Absence**

Apologies for absence were received from Councillor David Hitchins who was substituted by Councillor Roger Bailey and Councillor John Crockford-Hawley & Councillor Catherine Gibbons with no substitutions.

**Election of vice chairman 2022/23**

Nominations for the position of Vice Chairman were invited.

**PROPOSED BY:** Councillor Peter Crew

**SECONDED BY:** Councillor David Dash

A vote was taken and **carried** Accordingly.

**RESOLVED:** That Councillor Richard Tucker be elected Vice Chairman of the Tourism and Leisure Committee for the year 2022-23.

**4 Declarations of Interest**

There were no declarations of interest received.

**5 To approve the accuracy of the minutes of The Tourism and Leisure Committee meeting held on 12<sup>th</sup> April 2022.**

The minutes of the meeting had been previously circulated with the agenda.  
It was noted that the word 'Resolved' had been misspelt on items 399,400 & 401.

**PROPOSED:** Councillor Peter Crew  
**SECONDED:** Councillor Roger Bailey

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

## 6 Finance Reports

Weston Super Place Agency Shared Marketing & Communications Proposal had been tabled at the meeting.

The Tourism Manager noted part way through the document there was mention of increasing click through to selected websites and encouraged members to have clarification these websites would include The Visit Weston website in return for the large investment the Town Council would be making.

A member enquired how much the Council would be paying in.

The Deputy Town Clerk reported the amount would be £20k and asked members if they felt it necessary to approve a draft prior to it being issued and state the lead on this was Caroline Darlington, Matthew Hardy & Councillor Peter Crew.

**PROPOSED:** Councillor Ray Armstrong  
**SECONDED:** Councillor Richard Tucker

**RESOLVED:** That the Weston Super Place Agency shared marketing proposal be approved once the draft had been approved to include the Visit Weston Website.

### .2 Play Area Procurement Update

The Senior Development Officer reported that there had been a very good response to the SEN Play area survey with 350 responses so far. A Let's Talk event at the Castle Batch Site was planned for Saturday 25<sup>th</sup> June, where more members of the public would be engaged about the project. Officers would also be taking copies of the survey out on 25<sup>th</sup> & 26<sup>th</sup> June, while the Air Days event was running to gain more of a response.

Interviews with contractors would be taking place and an interview panel would need to be appointed.

The Chairman suggested himself, Councillor Richard Tucker and Councillor Ray Armstrong should be the appointed as members to sit on the panel.

The Senior Development Officer reported that the Head of Baytree school had been very supportive at the survey stage and had a wealth of experience with SEN needs so would be a benefit to the panel.

The Assistant Town Clerk (Operational Services) reported an interest in sitting on the panel.

The Deputy Town Clerk felt a need to manage the public's expectations of what could be achieved within the budget, as there may be options to work with Weston

College who ran a scheme to improve existing facilities, however the £200k-£220k budget would not go as far as many would like. Attempts had been made to engage Big Worle as some extra funding from this source would make a big impact on what could be achieved, unfortunately responses from the group had been inconsistent.

The Chairman reported he had knowledge of the funding available from Big Worle and the project would qualify and noted that although the play area was not in the catchment area, residents from within the catchment would benefit from the SEN park.

A member suggested going to the Mercury to publicize that the project was in need of more funding, in the hope to engage the Big Worle steering group.

The Senior Development Officer reported that there was a need for an extra meeting in August due to procurement timing.

The Chairman noted that the extra meeting to be held on 25<sup>th</sup> August would be a shortened meeting and just to cover the procurement item.

**RESLOVED:**

1. To release some Communications to publicise the project and the need for more funding to make even more beneficial to the town's residents and surrounding areas.

2. That an additional Tourism & Leisure meeting be held on 25<sup>th</sup> August to include a Play area procurement item only.

## **7 Tourism Update**

The report of the Tourism Manager had been circulated prior to the meeting.

### .1 Visit Weston Partners

The Tourism Manager advised that 6 new partners had signed up since the last meeting including The Beach Hotel & Mendip basecamp.

The response to the £99 offer for Food & Beverage outlets had been more disappointing with only Revo signing up so far,

The chairman reported that £57 million pounds of government funding would be received by the town and surrounding areas to improve bus routes, so now would be a good time to engage with stage coach as they would be heading up the project.

A member suggested that it would be beneficial if some of the funding could go towards a Tourist route and working alongside NSC would be the best way to achieve this.

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

### .2 Team Update

The Tourism Manager reported that some operations had asked for the team to go

into their lobby's to greet guests and it was a good opportunity to engage with Tourist while the VIC didn't have a base. The Winter gardens had reported that the old signage directing people there was still up so would be sending members of the team there.

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

## **VIC**

### .3 Satellite

A presentation was shown on the screen by The Services Coordinator showing images of the Welcome hosts and where they had been. Business cards were also shown which were being handed out.

It was reported that the initial teething problem of being sited at the waterpark had been overcome and £4.5k in admissions had been taken so far this season.

A press release covering the new mobile VIC had gone out that morning and already Points West & Heart Radio wanted to cover the story.

### .4 Mobile

The Deputy Town Clerk reported that The TUK TUKS were brilliant when working but were proving not to be reliable with recurring battery problems and Weston recovery needing to come regularly.

The Tourism Manger reported that the batteries were made in India and laws only allowed new ones into the country inside a vehicle not on its own, so not easy to get a replacement. The supplier had found a vehicle which was in situ and was happy for the VIC to borrow their battery and would solve the problem short term.

The Services Coordinator suggested that electric powered Tuk Tuks may need to be reconsidered in the future and long term storage also needed to be secured.

The Deputy Town Clerk advised that storage options at HQ Were being explored.

### .5 Statistics

The Services Coordinator reported that the statistics spoke for themselves and invited questions, of which none were asked.

### .6 Website Update

The Services Coordinator reported that the team had worked hard and the new website was up and running The website was viewed on the screen displaying new features such as Visitor quotes and an events tab. It was also noted the website was live but not yet complete.

The Tourism Manager felt the website designers had followed the brief well and would like to put it forward for an award.

*3.51 pm Councillor Richard Tucker left the meeting.*

The Services Coordinator explained the need for high quality images needed for

the website and a casual member of staff had supplied a lot of the content as he also worked as a freelance photographer. It was hoped that signing up to the Super Weston Place Agency Shared Marketing proposal would help provide high quality images.

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

**8 Parks & Play Areas**

.1 Waterpark

The Deputy Town Clerk reported that the Waterpark season had started very strong and was proving to be a good revenue.

The Assistant Town Clerk(Operational Services) Reported Maintenance at the site was going very well with no traces of Legionella, the Grounds team had worked very hard to keep things running so well with 3 visits a day needed 7 days a week. The new Kickstarter staff had gone on a pump room maintenance training course and had both excelled in this area.

*3.55 pm Councillor Richard Tucker re-joined the meeting.*

.2 Security

The Assistant Town Clerk (Operational Services) reported that there had been some low level incidents but an increased presence from community response had been requested and seemed to be easing the problem.

.3 General update

The Assistant Town Clerk (Operational Services) reported that JB Sports were still carrying out monthly inspections but once a new Grounds Manager had been appointed, would decrease to quarterly inspections.

The Grounds team would be receiving training so they could carry out maintenance in house.

There had been some anti-social behavior experienced at some sites. Efforts to try and engage with the groups causing the problems may discourage this behavior, with the support of community response.

The Chairman reported that the new traffic light chart within the report was useful and requested this to be included in every report.

**RESLOVED:** That the reports be noted.

There being no further business, the Chairman closed the meeting at 4.02 pm

Signed: ..... Dated: .....  
**Chairman of the Tourism & Leisure Committee**

	Actual Current Mth	Actual Year To Date	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	% Spent
<u>470 Parks &amp; Play Areas</u>							
1076 Water Play Area Kiosk Income	0	3,526	7,000	3,474			50.4%
1077 Water Park Admissions	19,426	48,886	30,000	(18,886)			163.0%
<b>Parks &amp; Play Areas :- Income</b>	<b>19,426</b>	<b>52,411</b>	<b>37,000</b>	<b>(15,411)</b>			<b>141.7%</b>
4039 Advertising & Marketing	0	0	250	250		250	0.0%
4102 NNDR	0	0	449	449		449	0.0%
4104 Utilities - Water	175	680	4,000	3,320		3,320	17.0%
4105 Utilities - Heat & Light	3,234	5,874	6,500	626		626	90.4%
4109 Alarm system	0	307	0	(307)		(307)	0.0%
4138 Water Play Area Rent	0	3,550	10,242	6,692		6,692	34.7%
4140 Recreation Grounds	0	78,060	81,338	3,278		3,278	96.0%
4300 Parks&Play Area EMRRP Holding	1,064	1,064	138,917	137,853		137,853	0.8%
4301 Ashcombe Park Lower	67	200	201	1		1	99.7%
4302 Ashcombe Park Upper	67	200	201	1		1	99.7%
4303 Broadway Play	67	200	201	1		1	99.7%
4304 Broadway Skate Park	67	200	201	1		1	99.7%
4305 Byron Rec	67	200	201	1		1	99.7%
4306 Castle Batch Lower	67	200	201	1		1	99.7%
4307 Canberra Road	67	200	201	1		1	99.7%
4308 Clarence Park	67	200	201	1		1	99.7%
4309 Conniston Green	67	200	201	1		1	99.7%
4310 Ellenborough Park East	67	200	201	1		1	99.7%
4311 Grove Park	67	200	201	1		1	99.7%
4312 Hutton Moor Skate Park	67	200	201	1		1	99.7%
4313 Jubilee Park	67	200	201	1		1	99.7%
4314 Locking Castle (Maltlands)	1,225	2,524	2,523	(1)		(1)	100.1%
4315 Lynch Farm	67	200	201	1		1	99.7%
4316 Millennium Green	67	200	200	(0)		(0)	100.2%
4317 Uphill Junior Play Area	67	200	198	(2)		(2)	101.2%
4318 Uphill Toddler Play Area	67	200	200	(0)		(0)	100.2%
4319 Water Adventure Play Park	1,951	14,550	14,549	(1)		(1)	100.0%
4320 Worle Recreation Ground	67	200	199	(1)		(1)	100.7%
4321 Wyvern Close	67	200	199	(1)		(1)	100.7%
4322 Ellenborough Park West	67	200	201	1		1	99.7%
4911 Residents Scheme Pass Set Up	0	0	5,000	5,000		5,000	0.0%
6000 Admin Salaries Recharge	974	5,278	4,845	(433)		(433)	108.9%
6005 Admin Overhead Recharge	420	1,030	1,280	250		250	80.5%
6007 Grove House Recharge	(25)	177	555	378		378	31.9%
6008 Grove Lodge Recharges	43	175	65	(110)		(110)	269.2%
6010 Grounds Salaries Recharge	4,064	19,792	24,720	4,928		4,928	80.1%

## Detailed Income &amp; Expenditure by Budget Heading 31/08/2022

Month No: 5

## Cost Centre Report

	Actual Current Mth	Actual Year To Date	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	% Spent
6015 Grounds Overhead Recharge	3,704	10,508	8,705	(1,803)		(1,803)	120.7%
6030 Operational Staffing Recharge	312	1,582	2,236	654		654	70.8%
6035 Operational Overhead Recharge	14	41	235	194		194	17.4%
Parks & Play Areas :- Indirect Expenditure	<u>18,493</u>	<u>149,201</u>	<u>310,420</u>	<u>161,219</u>	<u>0</u>	<u>161,219</u>	<u>48.1%</u>
Net Income over Expenditure	<u>934</u>	<u>(96,790)</u>	<u>(273,420)</u>	<u>(176,630)</u>			
Grand Totals:- Income	19,426	52,411	37,000	(15,411)			141.7%
Expenditure	18,493	149,201	310,420	161,219	0	161,219	48.1%
Net Income over Expenditure	<u>934</u>	<u>(96,790)</u>	<u>(273,420)</u>	<u>(176,630)</u>			
Movement to/(from) Gen Reserve	<u>934</u>	<u>(96,790)</u>					

## Detailed Income &amp; Expenditure by Budget Heading 31/08/2022

Month No: 5

## Cost Centre Report

	Actual Current Mth	Actual Year To Date	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	% Spent
<b>481 Tourism Love Weston / Dest Mar</b>							
1040 VIC Advertising Income	800	5,230	20,000	14,770			26.1%
Tourism Love Weston / Dest Mar :- Income	800	5,230	20,000	14,770			26.2%
4000 Staffing Costs	2,432	12,161	31,482	19,321		19,321	38.6%
4039 Advertising & Marketing	0	(1,932)	25,000	26,932		26,932	(7.7%)
4041 Fees, Subs and Conferences	0	0	1,100	1,100		1,100	0.0%
4062 Tourism-Love Weston website	(17,380)	17,493	11,500	(5,993)		(5,993)	152.1%
6000 Admin Salaries Recharge	0	0	4,470	4,470		4,470	0.0%
6005 Admin Overhead Recharge	0	0	1,455	1,455		1,455	0.0%
6007 Grove House Recharge	(23)	163	850	687		687	19.2%
6008 Grove Lodge Recharges	40	162	90	(72)		(72)	180.0%
Tourism Love Weston / Dest Mar :- Indirect Expenditure	(14,931)	28,046	75,947	47,901	0	47,901	36.9%
Net Income over Expenditure	15,731	(22,816)	(55,947)	(33,131)			
<b>482 Tourism VIC costs</b>							
1040 VIC Advertising Income	0	0	1,200	1,200			0.0%
1043 VIC Retail/Shop Income	408	1,096	16,500	15,404			6.6%
1044 VIC Ticket sales	0	0	2,000	2,000			0.0%
Tourism VIC costs :- Income	408	1,096	19,700	18,604			5.6%
4000 Staffing Costs	11,418	41,755	53,093	11,338		11,338	78.6%
4013 Training	0	76	1,283	1,207		1,207	5.9%
4014 P P E / Health & Safety	0	537	1,000	463		463	53.7%
4031 Equipment - Rental	22	285	1,956	1,671		1,671	14.6%
4034 Equipment Repairs	650	1,055	1,000	(55)		(55)	105.5%
4035 Telephone	150	758	335	(423)		(423)	226.3%
4036 Stationery	0	19	500	481		481	3.8%
4039 Advertising & Marketing	0	260	1,000	740		740	26.0%
4119 Notice Boards	0	0	1,700	1,700		1,700	0.0%
4136 Credit Card Chgs	50	169	911	742		742	18.5%
4209 TIC -equipment purchase	208	3,135	4,000	865		865	78.4%
4225 VIC Stock	0	118	7,000	6,882		6,882	1.7%
6000 Admin Salaries Recharge	899	4,871	0	(4,871)		(4,871)	0.0%
6005 Admin Overhead Recharge	477	1,171	0	(1,171)		(1,171)	0.0%
6030 Operational Staffing Recharge	1,873	9,500	16,770	7,270		7,270	56.6%
6035 Operational Overhead Recharge	82	244	1,405	1,161		1,161	17.4%
Tourism VIC costs :- Indirect Expenditure	15,829	63,953	91,953	28,000	0	28,000	69.6%
Net Income over Expenditure	(15,421)	(62,857)	(72,253)	(9,396)			

## Detailed Income &amp; Expenditure by Budget Heading 31/08/2022

Month No: 5

## Cost Centre Report

	Actual Current Mth	Actual Year To Date	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	% Spent
Grand Totals:- Income	1,208	6,326	39,700	33,374			15.9%
Expenditure	898	92,000	167,900	75,900	0	75,900	54.8%
Net Income over Expenditure	<u>310</u>	<u>(85,674)</u>	<u>(128,200)</u>	<u>(42,526)</u>			
Movement to/(from) Gen Reserve	<u>310</u>	<u>(85,674)</u>					

**Report from Caroline Darlington - Tourism Manager, Matt Hardy - Operational Services Manager to the Tourism & Leisure Committee October 2022**

**5. Tourism Updates**

**5.1 Partner Update**

<b>ACCOMMODATION</b>		
<b>Albany Lodge</b>	Silver	Closed business, may open 3 rooms by Easter but will sell on Airbnb
<b>Basecamp at Mendip Activity Centre</b>	Platinum	New sign up
<b>The Beaches Guest House</b>	silver	Maybe
<b>The Beach (YMCA)</b>	Platinum Plus	New sign up
<b>Beachside Holiday Park</b>	Gold	yes
<b>Bella Vista Guest House</b>	Silver	Unsure, have been unable to contact
<b>Bridge Hall Apartments</b>	Gold	yes
<b>Bucklegrove Holiday Park</b>	Bronze	Yes since last report
<b>The Commodore Hotel NOW SOUTH SANDS</b>	Bronze	Maybe, still in hand and constantly chasing
<b>Country View Holiday Park</b>	Platinum	Has re-joined at Platinum
<b>Court Farm Country Park</b>	Bronze	Yes
<b>Dulhorn Farm Holiday Park</b>	Gold	Yes
<b>Ellenborough Hall Holiday Apartments</b>	Gold	No
<b>Florence Guest House</b>	Bronze	Maybe, deciding whether to re-open and up for sale
<b>Go South, The Beach House</b>	Silver	yes
<b>Go South, Kyrenia Apartments</b>	Silver	yes
<b>Go South, Salisbury Court Apartments</b>	Silver	yes
<b>Grove Lodge</b>	Silver	yes
<b>Highlea House</b>	Platinum	Yes at Gold
<b>Kenilworth Guest House</b>	Gold	no, sold up

**Report from Caroline Darlington - Tourism Manager, Matt Hardy - Operational Services Manager to the Tourism & Leisure Committee October 2022**

<b>ACCOMMODATION</b>		
<b>Lakeside Holiday Park</b>	gold	Taken over 01/02 by Royale Resorts. Currently “no”
<b>Lauriston Hotel</b>	Platinum	Have invoiced the college
<b>Lewinsdale Lodge</b>	Platinum	New owners. They are still considering.
<b>Martyndale Suites now ROYAL CRESCENT APTS</b>	Bronze	yes
<b>Mendip View Luxury Lodges</b>	Bronze	Yes
<b>Milton Lodge</b>	Bronze	yes
<b>Oakover Guest House</b>	gold	
<b>Riverside Holiday Park</b>	Platinum	Yes
<b>Roedean Guest House</b>	bronze	Closed
<b>Royal Grosvenor Hotel</b>	gold	yes
<b>Sand Bay Retreat</b>	Bronze	Yes
<b>Sand Farm Caravan &amp; Camping Site</b>	Silver	Yes
<b>Sand Bay Fish &amp; Chip Shop and The Cosy Hatch</b>	Special £99	New sign up since last report
<b>Shepherds Hut, Hutton (Classic Cottages)</b>	Gold	New sign up since last report
<b>Stonebridge Farm Caravan Park</b>	Silver	Yes
<b>Strawberryfield Holiday Park</b>	Silver	In negotiation via Dave Peters
<b>Sunset Bay Hotel</b>	Bronze	Yes
<b>Timbertop</b>	Gold	Yes new signing
<b>Wall Eden Farm</b>	Plat Plus	Yes
<b>Webbington Farm Holiday Cottages</b>	Platinum	Yes

**Report from Caroline Darlington - Tourism Manager, Matt Hardy - Operational Services Manager to the Tourism & Leisure Committee October 2022**

<b>ATTRACTIONS</b>		
<b>The Bishop's Palace</b>	Bronze	Yes
<b>The Blakehay Theatre</b>	Plat Plus	Yes
<b>Bleadon Hill Golf Course</b>	Plat Plus	Maybe
<b>Brean Theme Park</b>	Platinum	In negotiation with all Brean parks. Awaiting decision from their marketing dept.
<b>Clevedon Golf Centre</b>	Bronze	Yes have signed since last report
<b>Clevedon Pier &amp; Heritage Trust</b>	Gold	Dave Peters to visit
<b>Clip n Climb</b>	Platinum	Yes
<b>Court Farm Country Park</b>	Bronze	Yes
<b>The Grand Pier</b>	Gold	Yes
<b>Jump n Jackz</b>	bronze	No
<b>Mendip Activity Centre</b>	Platinum	New signing
<b>Mendips Raceway</b>	bronze	Dave Peters to visit
<b>Noah's Ark Zoo Farm</b>	Plat Plus	Yes
<b>Ocean Adventurers</b>	Platinum	Yes
<b>Puxton Park</b>	Plat Plus	Yes
<b>Rich's Cider</b>	Bronze	In discussion via Dave Peters
<b>Water Adventure Play Park</b>	Platinum	
<b>West Somerset Railway</b>	bronze	
<b>Weston Museum</b>	Plat Plus	
<b>Weston-super-Mare Golf Club</b>	Bronze	Yes, signed since last report
<b>Weston-super-Mare AFC</b>	silver	Yes

**Report from Caroline Darlington - Tourism Manager, Matt Hardy - Operational Services Manager to the Tourism & Leisure Committee October 2022**

<b>ATTRACTIONS</b>		
<b>The Winter Gardens Pavilion</b>	Plat Plus	
<b>Wookey Hole Caves</b>	Plat Plus	Yes have resigned

<b>RESTAURANTS</b>		
<b>Bistrot Pierre</b>	Platinum	Yes at Platinum Plus
<b>The Blitz Tearoom</b>	Bronze	No, not even at £99
<b>Hadleys at Number One</b>	Bronze	Has re-opened, in discussion with them for Bronze
<b>Kaspa's Desserts</b>	bronze	Awaiting decision from head office
<b>Nando's</b>	Bronze	Awaiting decision from head office
<b>Proud Bar</b>	Bronze	Never paid
<b>Revo Kitchen &amp; Golf</b>	Bronze	New signing since last report
<b>Tiffin at The Beach</b>	Gold	Has re-signed since last report
<b>Tiffin at The Pier</b>	Gold	Closed down, in discussion with their new outlet, Scuzzi
<b>Winston's Fish Bar</b>	Bronze	Yes

<b>SHOPPING</b>		
<b>(BID) Dolphin Square</b>	Platinum	No they have given almost all their budget to WPA and have no funds for Visit Weston
<b>Grove Village (BID)</b>	Platinum	Ditto
<b>High Street (BID)</b>	Platinum	Ditto
<b>Orchard Meadows (BID)</b>	Platinum	ditto
<b>Town Centre Gateway (BID)</b>	Platinum	ditto

**Report from Caroline Darlington - Tourism Manager, Matt Hardy - Operational Services Manager to the Tourism & Leisure Committee October 2022**

<b>SHOPPING</b>		
<b>Sovereign Shopping Centre</b>	Platinum	Awaiting new GM, they are on notice that invoice due
<b>First Bus</b>	bronze	Have invoiced them

We regret to report that we have had little success with the £99 introductory deal, those outlets who are struggling already are not happy to pay even that small amount. Even existing partners such as The Blitz Tearoom have said no. In fact we have achieved only one sign-up, the fish & chip shop in Sand Bay, at £99.

We propose giving a free directory listing to as many local businesses as possible. We can do this with the help of Dave Peters and we calculate it would take no more than one working week to load onto the site.

There would be no image, just a glyph to show if they are a shop, a restaurant etc then a one or two sentence description that is enough to explain their business but not to describe it in full. No link to their website either. We have loaded Sprout in Grove Park as an example:



Grove Park, Weston-super-Mare, BS23 2QJ

**About Us**

Cafe in Grove Park, specialising in plant based cuisine.

**Map Location and What's Nearby**

This would give us chance to up-sell them to a proper package as and when they get back on their feet as we would be able to track the number of hits.

With the See Monster opening, would also give a free directory of business in the town who may benefit from the predicted increase in visitors during what are normally slow months.

**Members' direction is required.**

## **Report from Caroline Darlington - Tourism Manager, Matt Hardy - Operational Services Manager to the Tourism & Leisure Committee October 2022**

### **5.2 Statistics**

During the period of mourning in September for HM Queen Elizabeth II in line with council policy, we redirected the home page to a condolence message. This did affect website traffic temporarily and increased our bounce rate by 71.37%.

However, website traffic in July increased to 42.3k users of which 73.2% were using mobile phones. August saw a further increase to 53,094 users and 122,875 page views. This was a decrease on August 2021, but can be explained by coming out of lockdown in July 2021 which prevented people from booking stays away until much later in the year.

Our Search Engine Optimisation campaigns are proving extremely successful. It is interesting to note that the top search term leading people to our site in August 2021 was Puxton Park, with 39,624 landings on our site instead of theirs. Wookey Hole as a Google query brought 7,946 to our site instead of theirs. Direct searches for See Monster brought 4,972 visits.

Both Facebook and Instagram engagement have increased in popularity and follows over the last 2 months. A post on the Sea Shanty festival achieved 7,133 engagements for example.

### **5.3 Satellite VIC**

There continues to be a significant increase in the number of tourists making inquiries in person at the satellite VIC. We have adjusted the rota to ensure 2 staff are in situ, rotating with the roving team, now that the location has become known. For September, the demographic became, as expected, the older visitor without children.

The published phone number for the VIC continued to be diverted to the Tourism Manager since 1<sup>st</sup> April as the satellite VIC staff could not cope with taking calls at the same time as welcoming paying guests into the Waterpark. Since the park has become free of charge, this has now been diverted to the Team Leaders' mobile.

We have calculated from income that the team welcomed 17,421 children into the park, a very successful summer.

Merchandise sales at the waterpark were minimal, through experience over the last two summers we have planned that next year, essential items that sold successfully will be increased. These were sunscreen, towels, sun hats and sunglasses, plasters and postcards.

We have reconfigured the internal space to include more leaflets now that the waterpark is closed.

In line with the intention to broaden our reach to the local community, VIC staff attended the Big Hub Worle community day at Becket School along with the museum, theatre and town council team.

We also attended the opening of a new community garden aimed primarily at dementia and SEN groups in Worle alongside Cllrs Bailey, Pilgrim and Willis who attended in a private capacity due to the official mourning of Queen Elizabeth II.

### **5.4 Silica Update** – to receive the verbal report from the Assistant Town Clerk

## **Report from Caroline Darlington - Tourism Manager, Matt Hardy - Operational Services Manager to the Tourism & Leisure Committee October 2022**

### **6.1 Team Update**

The three Team Leaders' contracts have been extended from 6<sup>th</sup> to 31<sup>st</sup> October in order to service the expected increase of visitors for See Monster that is opening to the public on 24<sup>th</sup> September. Its planned closure is 5<sup>th</sup> November. Some of the casual staff have reduced availability now that the season is ending and colleges are back. However, the team remains enthusiastic and are continuing to forge relationships with local businesses and with the See Monster staff.

### **6.2 Mobile VIC**

The planned locations have been successfully implemented and the Welcome Hosts have been welcoming our visitors at

- The railway station
- Outside the Tropicana and travelling between there and Royal Sands
- At the Grand Pier on the Promenade at the coach drop-off points
- Outside Costa Coffee on the High Street
- From 26<sup>th</sup> September, a table in the Bay Café

We were requested to meet a particular coach group by their organizer and two Welcome Hosts met the group. Feedback was excellent, the group said it made their day.

Unfortunately, the electric tuk tuks have proved unreliable since coming out of warranty and are now both off the road. The Town Clerk is in negotiation with the supplier to achieve the best outcome for the council, there have been continual mechanical issues with the electric batteries.

They have, however, achieved purpose and have signposted visitors to our service and to the satellite VIC.

The Welcome Hosts continue to place themselves in established locations. The railway station is so grateful for their presence that they have allocated a cupboard for brochure stocks for us, as have the staff at the Tropicana.

With the opening of the See Monster, we have allocated extra shifts at the Tropicana, which, incidentally, has proven to be the most successful location in terms of numbers of people asking for assistance. Somewhat ironic as we were regularly castigated when permanently based there for being too far out of town. We have negotiated with the Bay Café who have agreed a table for us at the south entrance of the café during October to service inquiries indoors in the event of potentially poorer weather.

### **6.3 WEBSITE UPDATE**

Managing the website has become more efficient with the new CMS and DMS having been improved by Simpleview. Loading a new page, however, still takes a great deal of time as there is

## **Report from Caroline Darlington - Tourism Manager, Matt Hardy - Operational Services Manager to the Tourism & Leisure Committee October 2022**

a requirement for much thought and information on how the page will look and where it will sit within the site.

Customers have embraced the new look and we have received several compliments. We were delighted to learn from Matt Bassett at Simpleview that he is highly impressed with the new design. He had personal doubts as to whether the angular design, which we deliberately requested to give a nod to the new WSM logo, would work. But he is very impressed with the look and feel of the new site, despite his earlier misgivings.

The events loaded are increasing gradually, this is in part due to our new relationship with Visit Bristol, in part due to our collaboration through Julia Stuckey at NSC with the SuperWeston Task & Finish Group and also through Culture Weston. We have noted that event organisers in Portishead and Clevedon are also beginning to use our events facility. “What’s On” and “Things to Do” are our top search terms and all of these point to our events page.

**Members are requested to note the report and to give guidance on 5.1.**

## **7.1 Waterpark End of Season Update**

Report for Tourism and Leisure - written by Zoe Scott, Grounds Coordinator

Firstly, thank you to the Grounds Team and Tourism Team for running another successful season with a total of 17,421 paid entries to the park (not including accompanying adults!) and an income of £49,746 to close September 2022. The splash pad was running continuously with only 2 days down time. The Grounds Team worked tirelessly to ensure the plant room stayed running, with all Legionella and Microbiological tests coming back clear. This took round the clock monitoring 7 days a week from April – September.

To assist with the water quality monitoring as previously reported, we had 3 new members of staff qualified to run the plant room. This helped to distribute the work load during both weekdays and weekends.

Having the satellite VIC taking entry fees and being on hand to answer any questions, offered a great level of customer service and professionalism to the Waterpark. They were also able to report any problems with equipment or the splash pad to the operational grounds team quickly.

The wooden fencing surrounding the pump room has been freshly painted and fixed to provide more security to staff and the public when the pump room door is open and in use.

## **7.2 Splash Pad End of Life**

Report for Tourism and Leisure - written by Zoe Scott, Grounds Coordinator

Although the pump room was able to last the charging season, this was not without difficulty and continuous monitoring from the Grounds Team. We made the decision to turn the splash pad off slightly earlier this year, on Friday 9<sup>th</sup> September 2022. This was due to difficulties with the pump room.

The pump room is now over 10 years old, with a mixture of new and old parts communicating with each other. Whilst this has been fine up to a point, this season really showed the need for a full review of the plant room and a potential full refurbishment.

Just one example is the Etrozol Unit, which measures the water chlorine concentration and pH levels. This is not automatically reading results and adjusting doses as needed, resulting in a member of staff having to continuously watch and manually dose. This consumes a lot of staff time, 7 days a week. We have also had chlorine probes having to be replaced. This is just a few examples of issues faced daily when running the splash pad.

The pump room is that of a similar set up to a swimming pool and requires specialist knowledge. Research has been carried out to find suitable companies who could provide a review of the equipment we currently have and what is needed moving forwards. They will be contacted and asked to attend the Waterpark and provide a proposal and costings for works needed.

With an exceptionally hot summer the splash pad had high usage with larger volumes of people using it at any one time. This pushed the pump room to its limit and also highlighted the need for a review of what our maximum capacity is for those using the splash pad.

The location of the park is open to the elements. People using the splash pad have often previously been on the beach and in turn the sand from clothing and feet ends up on the pad and in the water system. This can add to the difficulties faced. The need for foot baths or outdoor showers has been identified and the feasibility/cost of this will be looked into as well.

In summary, before next season the following will be reviewed and brought back to committee for approval or discussion:

- Review of the pump room and proposals for full refurbishment if needed.
- Investigate the possibility of installing some form of foot bath or outdoor shower.
- Determine a maximum capacity for the splash pad.

## **Tourism and Leisure Committee 4<sup>th</sup> October 2022**

### **7.3 Measured Term Contract for Play Area Maintenance**

#### **Report of the Senior Development Officer, drafted 21/09/2022**

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A procurement exercise was carried out to introduce a measured term contract for the maintenance of the Town Council's play areas. This would be a three-year contract, with the option to extend for an additional two years.

Two expressions of interest were received, and only one full tender returned. The original budget set aside for this contract was an annual cost of £50,000. The tender return came in at £156,045.10.

As this came in considerably over the budget price, and there was only one tender price returned, the scheduled interviews were cancelled at the request of the Chairman of Tourism and Leisure. It was felt that further direction was required before proceeding with the procurement exercise, or exploring other options for the maintenance of the play areas.

#### **Members are requested to:**

1. Provide direction on whether or not to proceed with the tender process and either;
  - a. Should members wish to proceed, give direction on how to proceed given that the quote is over budget, recognising further decision would be required from the Policy and Finance Committee

OR

- b. Should members wish not to proceed, provide direction on how to manage the maintenance of the play areas in an another way.

## **7.4 General Update**

Report for Tourism and Leisure - written by Zoe Scott Grounds Co-ordinator

GB Sports have continued to support the team by providing monthly Operational Inspections of all our Parks and Play Areas. This is uploaded to PSS Live (our monitoring software) and any High Risk findings are flagged to us immediately for rectifying.

On the 29<sup>th</sup> and 30<sup>th</sup> September we had another member of the team attend an Operational Inspection Course so they are qualified in performing the necessary checks.

Two members of the Operational Grounds Team have also been on three courses specialising in wet pour repairs of safety surfacing, maintain and replace zip wires and repairing and adjusting safety gates.

It is hoped through specific training we will be able to carry out more repairs in house rather than using outside contractors.

Now the Summer Season is behind us, more focus is being given to the play areas and any works needed.

Our Community Rangers continue to keep on top of the litter bins being emptied and removing graffiti where they can, along with strimming and grass cutting across our play areas.

## **Tourism & Leisure Committee - 04/10/2022**

### **Natural England Funding for Ellenborough Park West Projects**

#### **Report of the Community Wellbeing Development Officer - 23/09/2022**

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Members will be aware that Ellenborough Park West has been designated as a community wellbeing park. We have secured £8,000 in grant funding from Natural England to invest in developing the park as a community asset. The terms of the grant stipulate that the funding must be used by mid-March 2023. The areas identified as being best-placed to benefit from the funding are as follows:

#### **Management plan**

- The plan will be co-designed with Natural England to ensure that the site is appropriately managed given its status as an SSSI. It is hoped that this will allow protected species to flourish and enhance the park's biodiversity.
- Key local stakeholders such as Corpus Christi school, The Church of Jesus Christ of Latter-day Saints, and care homes situated near to the park will be involved in the management plan's design.

This will enable progress towards ambitions 2.5 and 2.16 of the Town Council Strategy 2020-2030.

#### **Signage**

- New, accessible signage will be developed to communicate the importance of the park as an SSSI and community asset. Installation of signage will occur in line with the outcomes of the management plan to ensure there is no detriment to the park.

This will enable progress towards ambition 1.10 of the Town Council Strategy.

#### **Wellbeing initiatives**

- Local wellbeing service providers are currently being consulted by the Community Wellbeing Development Officer to understand how existing activities could translate into the park.
- It is hoped that a wide range of events could be offered to aid the physical and mental wellbeing of all sections of the community, with a focus on making local people aware of the importance of green space for wellbeing.

This will enable progress towards ambitions 1.4, 1.10, 2.16, 3.9, 3.14 and 5.6 of the Town Council Strategy 2020-2030.

Though the exact division of the £8,000 is yet to be decided, Natural England have provisionally suggested that the funds could be allocated as follows: management plan - £3,500; signage - £1,000; wellbeing initiatives - £3,500. The Town Council are match funding via park maintenance funds and staff time.

**Members are requested to:** acknowledge and accept the grant funding and report, and await updates as the project develops.

## Tourism and Leisure Committee 4<sup>th</sup> October 2022

### 8.1 Castle Batch Play Area Refurbishment Funding Update

#### Report of the Senior Development Officer, drafted 21/09/2022

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The current funding total for the Castle Batch redevelopment is £277,368:

#### **Weston-super-Mare Town Council - £200,000**

£200,000 was allocated by the Town Council in the budget setting process for 2022-2023

#### **North Somerset Council – Improving Play Spaces Fund – £20,000**

The Town Council was successful in its application to the Improving Play Spaces Fund

#### **Community Infrastructure Levy – £46,868**

At the meeting of the Policy and Finance Committee on the 15<sup>th</sup> August 2022, members agreed to use CIL funds to support the project, after agreeing that it met the specific use of the funds.

#### **National Lottery Community Fund - £10,000**

The Town Council was successful in its application to the National Lottery Heritage Fund.

#### **Tesco Community Grant Blue Token Scheme – minimum £500 maximum £1,500**

We have been selected to feature in the blue token scheme from the first week of October 2022 and continue until Mid January 2023. The project with the highest number of votes in the region will receive £1,500 (or the amount that was requested up to this value), the second placed project £1,000 (or the amount that was requested up to this value), and the third placed project £500. We requested £1,500 so have the potential to receive up to this amount.

Please see below a list of stores taking part in the voting on the project.

2112	Broadway W-S-M Exp	BS24 9HA	Express
2863	Clover Court Wsm Exp	BS22 8NB	Express
3387	Weston Super Mare	BS23 1XG	Superstore
5095	Castlemead Worle Exp	BS22 7GF	Express
5216	Cheddar Express	BS27 3AG	Express
5756	Weston Super Mare Exp	BS23 1NA	Express
5951	Whitecross Wsm Exp	BS23 1EH	Express

#### **Pending information:**

##### **Big Worle**

The Deputy Town Clerk and Senior Development Officer gave a presentation at the Big Worle Steering Group meeting on the 20<sup>th</sup> September. This presentation centred

around community need and funding shortfall. They agreed to hold a further meeting with voting steering group members to discuss options for supporting the project.

**Members are requested to:**

1. Accept the North Somerset Council Improving Play Spaces Grant of £20,000
2. Accept the National Lottery Community Funding of £10,000
3. Note the inclusion of the Castle Batch Play Area Redevelopment in the Tesco Blue Token Scheme

