

**WESTON-SUPER- MARE TOWN COUNCIL
MINUTES OF THE TOURISM AND LEISURE COMMITTEE
HELD AT THE BLAKEHAY ON TUESDAY 6th DECEMBER 2022**

Meeting Commenced: 2.39 pm

Meeting Concluded: 3.59 pm

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

ALSO IN ATTENDANCE: Sarah Pearse (Deputy Town Clerk), Fay Powell (Assistant Town Clerk-Operational Services), Caroline Darlington (Tourism Manager), Matt Hardy (Operational Services Manager) and Rebecca Saunders (Civic & Committee Officer).

207	Apologies for Absence Apologies for absence were received from Councillors David Hitchins who was substituted by Roger Bailey and John Crockford-Hawley with no substitution.
208	Declarations of Interest There were no declarations of interest received.
209	To approve the accuracy of the minutes of The Tourism and Leisure Committee meeting held on 4th October 2022. The minutes of the meeting had been previously circulated with the agenda. PROPOSED BY: Councillor Richard Tucker SECONDED BY: Councillor David Dash RESOLVED: That the minutes be approved as a true record of the meeting and signed by the Chairman.
210	Finance Reports The report of The Deputy Town Clerk would be circulated to members after the meeting. The Deputy Town Clerk reported that the Parks & Play area program was being worked through and Tourism re invoicing had begun delicately, as it was the first round of invoices post covid. It was noted that it would be a challenging year for Tourism and should be seen as a recovery year, post pandemic. RESOLVED: That the report of The Deputy Town Clerk be noted once circulated.
211	Tourism Update The report of the Tourism Manager had been previously. <u>.1 Visit Weston Partners</u>

The Tourism Manager reported that the Tourism budget had been under spent and £1000 had recently been spent to pay for bloggers to come to Weston and supply reviews on their social media platforms, which had seen an increase of 35.5% coverage on Instagram. The team had ensured a wide range of Weston was showcased from the SEE Monster to the Museum as well as local eateries such as Revo.

The Tourism Manager reported that the team had attended The South West Tourism awards the previous week and shared a short video created from the evening.

The Partners free listing directory was reported to be doing very well with a very positive response.

RESOLVED: That the report of The Tourism Manager be noted.

.2 Statistics

The Tourism Manager highlighted how SEO worked and explained the statistics with an example using different ways of inputting The SEE Monster in the search engine.

Website Statics had increased on the previous October and was now hitting £1m views a year.

RESOLVED: That the report be noted.

VIC

.3 Satellite (Waterpark)

The Tourism Manager reported that the two seasons at The Waterpark had been successful due to the team being able to clearly mark the new location with flags.

There was a need for a second unit on the site so tickets for the waterpark could be issued separately to the VIC.

The Assistant Town Clerk informed that there was a spare unit that could be located informed to help ease the congestion in the current shed.

Another satellite location had been set up at the Bay Café with permission from the owners and had proven very successful while the SEE Monster was on the seafront and the team had received official thanks for the support they had provided at this location.

The Chairman advised members there was a need to take back the café at the waterpark site once the current tenders lease expired in 2024 as it could be used to move staff and relieve the ticket shed space problem.

The Assistant Town Clerk also advised that food could be prepared at The Museum and sold from a satellite Clara's cottage café at The Waterpark.

PROPOSED BY: Councillor Peter Crew

SECONDED BY: Councillor Richard Tucker

A vote was taken and carried accordingly.

RESOLVED: To issue notice to the current waterpark café leaser so The Town Council can take back running of the site for the 2024 season.

.4 Silica Update

The Assistant Town Clerk reported that the site was now lit up and The Operational Services Manager had a meeting with NSC in 4 days' time to discuss progress. It was hoped there would be a touch screen information Centre there with a view to expanding to other sites, all being centrally controlled.

Quotes for the screen had been requested and were due in shortly.

The Deputy Town Clerk report and hoped the council would take over the site by April 2023.

RESOLVED: That the report be noted.

212

Tourism Updates

.1 Team Update

A video which had been produced promoting Weston was shared

The Operational Services Manager reported that the video would be used on coaches as well as social media platforms and also sections of the video could be showcased on the website.

Members thanked the team for their work on the video which had been shot by a local company.

3.30pm Councillor Ray Armstrong left the meeting.

It was reported that the video would be launched in the New Year.

It was requested if other highlights in Weston such as Uphill nature reserve could be showcased in any future promotional videos.

3.33pm Councillor Ray Armstrong rejoined the meeting.

RESOLVED: That the report be noted.

.2 Mobile VIC

The Operational Services Manager noted that there had been no change in status since the last meeting, both TUK TUK'S were off the road with The Town Clerk attempting to secure a refund from supplier.

.3 Website Update

The Operational Services Manager reported that The SEO and new content was helping make the website much more successful.

RESOLVED: That the reports be noted.

3.35 pm Councillor Peter Crew left the meeting

.1 Splash Pad

The Deputy Town Clerk reported two quotes had been received for the replacement of the splash pad ranging from £50k-£100k but a third was due in shortly which would not completely replace the splash pad, but restore the current one and would also come with a maintenance package.

The quotes may need to go to P&F if time did not allow to come back to this committee as the new or reconditioned splash pad needed to be ready for the start of the 2023 season, in April 2023.

3.39 pm Councillor Peter Crew re-joined the meeting

RESOLVED: That the reports be noted.

.2 Hutton Moor update

The Assistant Town Clerk reported that an illegal spray jam had been arranged via Facebook and taken place where the ramps had also been covered in paint leaving them unsafe to use so the park was currently closed.

The company who installed the park were providing a quote but it was expected that thousands of pounds' worth of damage had been caused, therefore it had been reported to police.

RESOLVED: That the verbal report be noted.

7.3 General update

The Assistant Town Clerk reported that GB Sports were still undertaking monthly inspections and the grounds team continued to upskill to enable them to carry out more tasks saving the organisation money in the long run.

RESLOVED: That the verbal report be noted.

Castle Batch SEND Play Area

8.1 Funding Update

The Deputy Town Clerk reported that securing the last of the required funds was proving hard as a lot of funding for other projects related to the cost of living crisis. The development Officer continued to pursue possibilities but there could be a need to back fill the last amount needed.

RESOLVED: That the report be noted.

8.2 Procurement Update

The Deputy Town Clerk reported that the works order had been submitted and the team continued to work with the SEN panel on choices surrounding colors and visual noticeboards as they were best placed to make informed decisions.

RESOLVED: That the report be noted.

8.3 Community Engagement.

The Deputy Town Clerk reported that feedback had highlighted a need to reposition the disability swing on the other side of the park to leave the entrance clear, which had been considered and changed on the plan.

There being no further business, the Chairman closed the meeting at 4.59 pm

Signed: Dated:

Chairman of the Tourism & Leisure Committee

Detailed Income & Expenditure by Budget Heading 07/02/2023

Month No: 10

Cost Centre Report

	Actual Current Mth	Actual Year To Date	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	% Spent
480 Tourism & Marketing							
6007 Grove House Recharge	0	0	196	196		196	0.0%
6008 Grove Lodge Recharges	0	0	180	180		180	0.0%
Tourism & Marketing :- Indirect Expenditure	0	0	376	376	0	376	0.0%
Net Expenditure	0	0	(376)	(376)			
481 Tourism Love Weston / Dest Mar							
1040 VIC Advertising Income	750	10,079	20,000	9,921			50.4%
Tourism Love Weston / Dest Mar :- Income	750	10,079	20,000	9,921			50.4%
4000 Staffing Costs	2,588	26,000	31,482	5,482		5,482	82.6%
4030 Equipment Purchase	0	190	0	(190)		(190)	0.0%
4038 Recruitment / Advertising	(17)	(17)	0	17		17	0.0%
4039 Advertising & Marketing	37	1,566	25,000	23,434		23,434	6.3%
4041 Fees, Subs and Conferences	0	0	1,100	1,100		1,100	0.0%
4062 Tourism-Love Weston website	36	17,694	11,500	(6,194)		(6,194)	153.9%
4107 IT Support & Upgrade	97	975	0	(975)		(975)	0.0%
6000 Admin Salaries Recharge	0	0	8,046	8,046		8,046	0.0%
6005 Admin Overhead Recharge	0	0	2,328	2,328		2,328	0.0%
6007 Grove House Recharge	0	338	1,046	708		708	32.3%
6008 Grove Lodge Recharges	0	302	270	(32)		(32)	111.9%
Tourism Love Weston / Dest Mar :- Indirect Expenditure	2,743	47,047	80,772	33,725	0	33,725	58.2%
Net Income over Expenditure	(1,993)	(36,968)	(60,772)	(23,804)			
482 Tourism VIC costs							
1040 VIC Advertising Income	0	0	1,200	1,200			0.0%
1043 VIC Retail/Shop Income	0	1,117	16,500	15,383			6.8%
1044 VIC Ticket sales	0	0	2,000	2,000			0.0%
Tourism VIC costs :- Income	0	1,117	19,700	18,583			5.7%
4000 Staffing Costs	705	78,753	53,093	(25,660)		(25,660)	148.3%
4013 Training	0	136	1,283	1,147		1,147	10.6%
4014 P P E / Health & Safety	0	537	1,000	463		463	53.7%
4031 Equipment - Rental	22	396	1,956	1,560		1,560	20.2%
4034 Equipment Repairs	0	1,507	1,000	(507)		(507)	150.7%
4035 Telephone	125	1,300	335	(965)		(965)	387.9%
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%

Detailed Income & Expenditure by Budget Heading 07/02/2023

Month No: 10

Cost Centre Report

	Actual Current Mth	Actual Year To Date	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	% Spent
4136 Credit Card Chgs	24	355	911	556		556	39.0%
4151 Catering	0	29	0	(29)		(29)	0.0%
4209 TIC -equipment purchase	0	3,155	4,000	845		845	78.9%
4225 VIC Stock	0	484	7,000	6,516		6,516	6.9%
6000 Admin Salaries Recharge	0	10,077	0	(10,077)		(10,077)	0.0%
6005 Admin Overhead Recharge	0	1,972	291	(1,681)		(1,681)	677.7%
6009 HQ recharges	0	897	0	(897)		(897)	0.0%
6030 Operational Staffing Recharge	0	18,091	30,186	12,095		12,095	59.9%
6035 Operational Overhead Recharge	0	1,872	2,529	657		657	74.0%
Tourism VIC costs :- Indirect Expenditure	<u>876</u>	<u>119,839</u>	<u>106,784</u>	<u>(13,055)</u>	<u>0</u>	<u>(13,055)</u>	<u>112.2%</u>
Net Income over Expenditure	<u>(876)</u>	<u>(118,722)</u>	<u>(87,084)</u>	<u>31,638</u>			
Grand Totals:- Income	750	11,196	39,700	28,504			28.2%
Expenditure	3,619	166,886	187,932	21,046	0	21,046	88.8%
Net Income over Expenditure	<u>(2,869)</u>	<u>(155,690)</u>	<u>(148,232)</u>	<u>7,458</u>			
Movement to/(from) Gen Reserve	<u>(2,869)</u>	<u>(155,690)</u>					

5.2. Parks and Play Areas

Report for Tourism and Leisure - written by Fay Powell Assistant Town Clerk –Operational Services.

The Operational Grounds Team have been working across our 21 parks and play areas, inspecting and maintaining them.

They have been repairing entrance gates, swings and have almost finished installing new bins at all of our sites, these are in WSMTC blue and are stickered with the council crest. We hope to add these assets to a wider interactive map on the website.

The team are working in Ashcombe Upper/Lower and Byron Rec, replacing damaged or end of life equipment.

The annual inspection for play areas will take place this month (February) and the findings of this independent inspection will be reported back to us and assist in prioritising future works.

Millennium Green

We are in conversations with local community partners to help build a community group for Millennium Green to hold sports sessions and generally enhance the park.

Byron Rec

We are in talks with SWAN (South Weston Activity Network) a youth work charity based in South Weston with a group of young people who are really keen to improve Byron Park in Bournville. They have done some work with community gardeners last year to plant bulbs and make bug hotels. Having visited Windmill Hill City Farm and SEE Monster, they would also like to create a recycled art piece for Byron Rec Park. They have funding to work with a local artist, to facilitate the production of this art piece and are working with us to deliver it. We will keep you updated.

Members are requested to:

For members to note the report

Tender Report

Water Adventure & Play Park, Knightstone Road, Weston super Mare.

Contract Ref: SP/Pump Room – Waterpark / Jan
2023



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1. Executive Summary

This Tender Report provides an analysis of the tenders returned in response to enquiries sent for the procurement of a Contractor for the Replacement of the Plant Room Equipment at the Water Adventure Play Park.

Within this report the suitability of the design to replace existing equipment have been assessed by the contractor and is wholly of their professional opinion having visited the site, together with an overview assessment of the guarantees, warranties, method statements and operational information submissions from the contractors, and will aid the Town Council during the contractor selection process.

Three tenders have been submitted in accordance with the tender instructions, all of the submissions have been assessed within the report. The proposals that have been submitted are all technically compliant. This tender is being done following resolution from Policy & Finance committee as follows:

1. *To approve the use of financial regulation 11.1.1.3 to start the procurement and quotation process for the replacement of pump room equipment at the water park for installation ahead of the season 2023.*
1. *To note the need for any contractor to provide a full maintenance contract to support the new system in future years.*

Generally, it is felt that the tenders received are suitable for assessment, once a preferred contractor is chosen further project specific information and finalisation of designs will need to be obtained to ensure the project can be delivered on budget. The summary table below shows the total points, out of 100, achieved by each of the tenders together with confirmation of how they performed within the technical assessment and interviews.

Position Company Points			Quality Assessment Position
1st	PR-Q1	30	24
2nd	PR-Q2	30	12
3rd	PR-Q3	30	6

PR- Q1 performed best in the technical selection process , however it should be noted that due to the nature of the works required there was no schedule provided for tender. As such interpretation of how this should be submitted had varied in terms of the information formally received. Social value on this occasion was not assessed due to the specialist works requirement and no local companies being able to provide information.

Introduction

1.1 Generally

This Tender Report provides an analysis of the quotes submitted in response to enquiries sent out to four contractors for works associated with the design and construction of the replacement of the Plant Room Equipment at the Water Adventure Play Park. The number of EOI's were 3.

1.2 Tenders

Tenders were asked to be submitted following site visits with members of the grounds team . 3 contractors returned tenders in accordance with the is. The contractors were asked to provide quotations based on their assessment of condition of the plant room and what they acknowledged as needing replacement. There was no formal budget set to work within due to the specialist nature of this equipment.

All Tenders were received via email as instructed to officers of Weston-super-Mare Town Council at Grove House. Tender Process

1.3 Process

This Tender Report provides an analysis of the quotes submitted in response to enquiries sent out to 3 contractors for works associated with the replacements and requirements of the project.

The tender process has been undertaken in accordance with Weston-super-Mare Town Council standing orders.

The report considers the submissions in terms of the compliance of the Contractors submission with the Town Councils tender instructions, the financial assessment of the tenders and overview assessment of the information that has been provided by the contractor. An assessment of the contractors Social Value Impact information has not been undertaken.

As the contract is for replacement of existing plant equipment, which is specialised for splash use, the expertise of the contractor to assess requirements has been relied upon for the purpose of the quotation. The final decisions will come down to which design offers the best value for money and most widely meets the user's criteria.

It is the intention of the Town Council to assess the fee bids through the use of a quality matrix weighted, 70% to the cost submission and 30% to the overview assessment. It is intended that this will allow the quality of the submissions to form

part of the successful bid. The maximum score that can be achieved under the assessment process will be 100. This report covers the assessment process.

1.4 Tender assessment

The tender was sent out to procure Replacement Plant Equipment and ability to provide a maintenance contract for ongoing support, commissioning and decommissioning at the end of the season. The contractor is to operate within the price submitted. No set budget for the project was given due to the specialist nature of the works. Figures included are net of VAT.

The instructions to tender issued to the contractors gave a detailed list of requirements following a site visit with members of the Grounds Team to explain the requirements and for the contractor to physically see the site and equipment required.

While the majority of this information has been requested to enable the technical submission to be assessed, the instruction to complete and return written details of quotation acknowledges the specialist nature of the goods being procured. (Financial Regulation 11.1.1.3) to ensure the tender process and submission comply with the Town Council’s financial regulations.

Tender Returns

Company	Tender Figures	Budget breakdown Included	Companies own Terms & Conditions Imposed	Information Requested Supplied	Social value Impact Statement Supplied
PR- Q1	£74,160	Yes	Yes	Yes	N/A
PR-Q2	£78,013	Yes	Yes	In Part	N/A
PR-Q3	£139,077	Yes	Yes	In Part	N/A

2. Assessment of Written Submission

2.1 Outline

The specification used by the contractors was as a result of their assessment of the plant room and its requirements due to the specialist nature of the equipment contained and its purpose.

An overview of the information included within the tender has been undertaken by Weston-super-Mare Town Council. The comments and scoring matrix are detailed below. The quality matrix used for the assessment of the tenders is weighted, 70% to the cost and 30% to the information received as requested.

2.2 Overview assessment

The assessment of the written submission has been broken down into several key

elements which have been scored, these elements are: -

- Evidence of plant replacement included in quotation
- Evidence within quotation of guarantees for replacement equipment as necessary
- Cost submission of commission/decommission annually included within the quote
- Timescales for completion of work included in submission
- Details of maintenance contract included within submission

The submissions have been scored and the scores are set out in the table below: -

Overview Assessment Score

Company	Points	Technical Position
PR-Q1	24	1 ST
PR-Q2	12	2 ND
PR-Q3	6	3 RD

The comments and scoring matrix are detailed within the technical evaluation matrix and tender evaluation note documents. Summary

Generally, it is felt that the tenders received are suitable for assessment, once a preferred contractor is chosen further project specific information will need to be obtained to ensure the project can be delivered on budget.

The overview assessment has raised several concerns with some of the submissions received not providing details of ongoing maintenance and support, these will need to be addressed prior to entering into a contract for the works.

The

The summary table below shows the total points, out of 100, achieved by each of the tenders together with confirmation of how they performed within the technical assessment and interviews.

Position	Company	TOTAL Points	Cost Position	Technical Position
1 st	PR-Q1	94	1st	1st
2 nd	PR-Q2	79	2nd	2nd
3rd	PR-Q3	43	3rd	3rd

3. Recommendation

Realistically a few of the companies would be able to provide the equipment to replace the needed equipment in the plant room that meet the needs and requirements of the existing facility and Town Council. However, there was a lack of information in relation to maintenance by all the contractors, further information

is being requested.

PR- Q1 performed best in both areas of the assessment . It is recommended that the Town Council enter into a contract with PR-Q1 for the works following confirmation of their ability to have an ongoing maintenance contract

Item 7.2 Tourism and Leisure 14/02/2023
Castle Batch Play Area Redevelopment Update
Report of the Deputy Town Clerk

1. Build update

1.1 As of the 1st February the following works have been completed at Castle Batch:

1.2 50% of the surfaced area is stoned, there is a small section of excavation to complete where the skip is standing. The skip was due to be removed 01/02/23. Following this, the excavation would be completed. It is anticipated the stoning up will be complete next week (w/c 06/02/2023). Equipment is starting to be delivered to site.

2. Planning Permissions

2.1 Planning permissions are required for items over a height of 4 metres. There are two items within the play area which this affects. As such we are awaiting final confirmation of planning permission. Other works have been able to commence in the meantime.

3. Communication Board

3.1 In order to cater for park users with a variety of communication needs, the decision was made to include 3 communication boards in the park. These boards will include 'widgets', specific symbols which enable open communication. These widgets are used within schools, and will be familiar to SEND user. There will be a board by both entrances, and a smaller board by the quiet zone. The aim of the communication boards is firstly to demonstrate where within the park certain activities can be carried out (e.g. swinging, climbing), and secondly allow children to communicate with friends and family what they would like to do in the park.



Figure 1 - mock visual representation (pending)

4. Planters

4.1 As previously noted, the play area design included planters within the quiet area which would enable the planting of sensory plants. These planters were not included within the works carried out by the contractor, and as such the Council is required to source them. Unfortunately, Weston College are unable to support the building of the planters due to the complexity of the design. We have, however, received confirmation from Somerset Wood Recycling that they can produce them.

Members are requested to:

Note the update report

Molly Maher
Senior Development Officer
6th February 2023

Item 7.3 Tourism and Leisure 14/02/2023

Castle Batch – Community Engagement Evening – The Future of Castle Batch Report of the Deputy Town Clerk

1. Community Engagement

1.1 Following on from the community engagement and community building days and evening held to undertake consultation and fundraising for the planning around the Castle Batch SEND project, we have now have the opportunity to further develop the community around the park to safe guard its future and really promote it as the valued community asset it is already fast becoming.

1.2 As such we are hoping to hold the next engagement evening on **Tuesday 28th February 2023 – The Future of Castle Batch SEND Play area.**

2. Objectives

2.1 We recognise there are so many opportunities and indeed potential threats that are associated with the opening of a new park and we would like to explore these further. Our aim is to come up with some robust planning on how the community and our partners can come together to maximise use and in addition to help us create a robust care plan to ensure the park remains a happy, healthy, safe and fun place for all of its users and neighbouring residents.

2.2 . Whilst not exclusive we would like to include the following as topics for the engagement exercise:

- Build Update – to provide an update to the community on progress to date
- Keeping the Park Safe – we will discuss ASB with our crime and disorder community partners from NSC and the Police
- Community Events – Programming – what does this look like for 2023?
- Park Opening and Launch Event

3. Attendees

Invitations will go out by 14th February and will include (but not exclusively) we would like to involve the following:

- Community Partners already involved with the project to date (NSC/ Big Worle/ Tesco's / Big Lottery/ Alliance Homes/ Weston College)
- Local Police and Crime Partners from NSC
- Local Residents from surrounding areas
- Schools (local to Worle)
- SEND co coordinators from local schools and organisations
- Representatives from Castle Batch Community Centre

4. Other Engagement

In addition to the above we will also be doing some targeted outreach to schools in the Worle area, prior to the park opening.

Members are requested to:

Note the update report and dates for the next community engagement evening (venue tbc)

Sarah Pearse
Deputy Town Clerk
6th February 2023

Item 8.1 – 8.3 Report from Caroline Darlington - Tourism Manager, David Peters, Tourism Marketing Officer, to the Tourism & Leisure Committee, 14th February 2023

8.1 Tourism Staffing Updates

The Tourism Manager gave notice on 3rd January that she wishes to retire on 31st March, so this will be her final report to Committee. By giving 3 months' notice, Caroline has provided ample time to assist with a comprehensive handover to her replacement and to the new Tourism Marketing Officer, Dave Peters, who commenced his role on 1st February.

You will already know Dave, he has attended T&L Committee on several occasions and has worked with Visit Weston over the last 5 years on a seasonal basis. He will introduce himself when reporting on web stats in just a moment.

It is pleasing to report that the entire cohort of casuals and team leaders from 2021 and 2022 has accepted to return for 2023. This is a retention of 14 people (and Dave makes 15 in his new role).

As reported before, we have initiated a strong working relationship with Visit West, who also use Simpleview for their website. Caroline met with their Director of Tourism in January and further developments were discussed, to include marketing a city break with beach break, group and incentive travel and supporting their bid to achieve LVEP status.

8.2 Partner Update

Below is a full list of all current partners. Since last report we have lost Stonebridge Farm campsite due to a CPO for the Banwell Bypass and Sand Farm campsite due to the owner retiring. The Tourism Marketing Officer has experience in talking to potential partners and we are suggesting that we emphasize the advertising benefits rather than partnership benefits moving forward. This will allow customers the option to select where they want to advertise. Obviously the website is the most beneficial, however, in future we should be able to offer advertising at the Silica, at the Waterpark etc. in addition.

ACCOMMODATION	
Basecamp at Mendip Activity Centre	Platinum
The Beaches Guest House	silver
The Beach (YMCA)	Platinum Plus
Beachside Holiday Park	Gold
Bridge Hall Apartments	Gold
Bucklegrove Holiday Park	Bronze
Country View Holiday Park	Platinum

Item 8.1 – 8.3 Report from Caroline Darlington - Tourism Manager, David Peters, Tourism Marketing Officer, to the Tourism & Leisure Committee, 14th February 2023

ACCOMMODATION	
Dulhorn Farm Holiday Park	Gold
Florence Guest House	Bronze
Go South, The Beach House	Silver
Go South, Kyrenia Apartments	Silver
Grove Lodge	Silver
Highlea House	Gold
Lauriston Hotel	Platinum
Martyndale Suites now ROYAL CRESCENT APTS	Bronze
Mendip View Luxury Lodges	Bronze
Milton Lodge	Bronze
Oakover Guest House	gold
Riverside Holiday Park	Platinum
Royal Grosvenor Hotel	gold
Sand Bay Retreat	Bronze
Sand Bay Fish & Chip Shop and The Cosy Hatch	Special £99
Shepherds Hut, Hutton (Classic Cottages)	Gold
Sunset Bay Hotel	Bronze
Timbertop	Gold
Wall Eden Farm	Plat Plus
Webbington Farm Holiday Cottages	Platinum

ATTRACTIONS	
The Bishop's Palace	Bronze

Item 8.1 – 8.3 Report from Caroline Darlington - Tourism Manager, David Peters, Tourism Marketing Officer, to the Tourism & Leisure Committee, 14th February 2023

ATTRACTIONS	
The Blakehay Theatre	Plat Plus
Bleadon Hill Golf Course	Plat Plus
Clevedon Golf Centre	Bronze
Clevedon Pier & Heritage Trust	Gold
Clip n Climb	Platinum
Court Farm Country Park	Bronze
The Grand Pier	Gold
Jump n Jackz	bronze
Mendip Activity Centre	Platinum
Mendips Raceway	bronze
Noah's Ark Zoo Farm	Plat Plus
Ocean Adventurers	Platinum
Puxton Park	Plat Plus
Rich's Cider	Bronze
Water Adventure Play Park	Platinum
West Somerset Railway	bronze
Weston Museum	Plat Plus
Weston-super-Mare Golf Club	Bronze
Weston-super-Mare AFC	silver
The Winter Gardens Pavilion	Plat
Wookey Hole Caves	Plat Plus

Item 8.1 – 8.3 Report from Caroline Darlington - Tourism Manager, David Peters, Tourism Marketing Officer, to the Tourism & Leisure Committee, 14th February 2023

RESTAURANTS	
Bistrot Pierre	Platinum
The Blitz Tearoom	Bronze
Cosy Hatch & Fish n Chips Kewstoke	Bronze
Kaspa's Desserts	bronze
Nando's	Bronze
Revo Kitchen & Golf	Bronze
Tiffin at The Beach	Gold
Tiffin Group Scuzzis restaurant	Bronze
Winston's Fish Bar	Bronze

8.3 Statistics

Website traffic in December and January achieved **83,000 views** with an interesting significant new demographic entering the equation with **4,125 people from Edinburgh** logging on during this period. The Edinburgh contingent were second only to London with Weston third.

Perhaps surprisingly, the majority of visitors to the Visit Weston website (51%) were male. This is in contrast to our social media breakdown where women make up 77 per cent of our Facebook audience and 66% of our Instagram following.

During this winter period, the overwhelming reason people visited our website was to find out what's on. This justified the extra focus applied in providing a comprehensive what's on guide and introducing a new festive section to the website.

Alongside the website, more than **7,000 people are regularly following us on Facebook** with 46 per cent of that audience coming from Weston. Bristol follows next with Birmingham also in the top three. Bridgwater, Burnham, Highbridge, Taunton and Clevedon follow behind.

It's encouraging to note that in the last 28 days (up to 2nd Feb) we have seen real growth in our social media audience. Our **Facebook reach is up by 170%** and our **Instagram reach is up by six per cent**. Clearly these figures will fluctuate depending on the nature of the posts – our post on Clevedon's startling murmurations was viewed by nearly 11,000 people and increased our following by a large number.

Facebook has recently introduced new analytical reports on videos, which we shall watch closely.

Our top reaching Facebook posts in December and January have featured either video content, historical, interactive or money-saving content.

With the appointment of a TMO we now have the power to focus more deeply on social media platforms to continue increasing our reach. We aim to create a buzz around the town and our

Item 8.1 – 8.3 Report from Caroline Darlington - Tourism Manager, David Peters, Tourism Marketing Officer, to the Tourism & Leisure Committee, 14th February 2023

social media, making both of them places people visit again and again. We will do this with fun, helpful and well-informed consistent content.

For example, I have produced a fun Breaking News video template of a wave crashing at Anchor Head to be used on our socials when we have something newsworthy to announce. The idea is that this Breaking News clip will be something we can use repeatedly and that people will come to know and look out for it, thereby encouraging repeat traffic and enhancing our reputation as the place to come to.

I've also created for our audience a money-saving video clip template to be used when we are alerted to special offers or deals from our attractions, hoteliers etc – Our stats have proved that saving money is a key driver for our audience.

Last year the team produced a video, which I believe some of you may have seen before. This YouTube film has been sent to coach companies on our database. Visit Weston partners and the Bid Steering group. You will probably recognise the person providing the voiceover, our very own Matt. For those that haven't, or who want to watch it again. Here's the link <https://youtu.be/8lHE4GojsfU>

Item 8.4 Tourism and Leisure 14/02/2023
Waterpark Charged 2023/24
Report of the Deputy Town Clerk

1. Charged adopted by P & F

1.1 Charges are annually set by the Policy & Finance Committee in December each year as part of the budget setting process. Charges for the council fall under the terms of reference for Policy & Finance only.

1.2 In line with inflationary increases this has seen a rise to the previous charge of £2.50 to £2.75 from April – September for children up to the age of 16 (Excluding babes in arms). This was approved in December 2022 for the next financial Year 1st April 2023 – 31st March 2024.

2. Practicalities of Charge

2.1 The tourism team have expressed concern about this charge in terms of operations as they will now have to hold more change on site to be able to give change in the main from someone paying £3 to cover the £2.75 charge for example. In addition, on a busy day this could also slow the queue down it is felt.

2.2 The tourism team have therefore requested that this charge is increased to £3 for the season.

2.3 Members are requested to:

Recommended the increase in charge to £3.00 for the year 2023/2024 and request that the Policy & Finance Committee adopt this charge at the meeting in February 2023 ahead of the charging season of April – September 2023.

Sarah Pearse
Deputy Town Clerk
6th February 2023