

WESTON-SUPER-MARE TOWN COUNCIL TOURISM AND LEISURE COMMITTEE AGENDA

Date: Monday 9th October 2017

Time: 7.00 pm.

Venue: Grove House

Members of the Tourism and Leisure Committee are hereby summoned to this meeting and reminded that they have a duty to state a Declaration of Interest prior to the appropriate agenda item and to consider the Crime and Disorder Act s.17 and Equality Act 2010 s.149 when reaching a decision. Members who wish to comment on matters within their ward may attend and address the committee.

Members: Peter Crew (Chairman), Ray Armstrong, James Clayton, John Crockford-Hawley, James Davis, Richard Nightingale, Alan Peak, Ian Porter, Len Purnell, Clive Webb, Martin Williams and Roz Willis

Note: Quorum of the Committee shall be 5 members.

Prior to the commencement of the meeting, the Chairman will invite questions and observations from parishioners present (maximum time permitted 15 minutes).

- 1. Apologies for Absence and Notifications of Substitutions**
- 2. Declarations of Interest**
- 3. To approve the accuracy of the minutes of the Tourism and Leisure Committee meeting held on the 14th August 2017** (attached)
- 4. UK TIC Forum**
To receive the report of the Tourism Manager (attached)
- 5. Visitor Information Centre (VIC)**
To receive the report of the Tourism Manager (attached)
 - Love Weston membership
 - Staffing
 - FAQs and Questionnaires
 - Shop Sales
 - Visitor Numbers and Footfall
 - Accommodation Bookings and Love Weston website
- 6. Destination Marketing**
To receive the report of the Tourism Marketing Officer (attached)
 - Website statistics
 - The top ten pages on the website viewed in August and September
 - Social media increase
 - Campaigns
 - Love Weston website developments

7. Purple Flag Initiative

To receive the report of the Tourism Manager (attached)

8. Signage and Banners at the VIC 2018

To receive the report of the Tourism Manager (attached)

9. Parks and Play Areas

9.1 Water Park

To receive the report of the Grounds Manager (attached)

9.2 Parks and Play areas

To receive the report of the Grounds Manager (attached)

10. Budget Considerations

To receive the report of the Tourism Manager (attached)

- Signage to the VIC and Till
- 2018 Publications
- Destination Advertising
- Staffing
- VIC Advertising



Malcolm L Nicholson LL.B DMS MILCM
Town Clerk
2nd October 2017

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