

**WESTON-SUPER- MARE TOWN COUNCIL
MINUTES OF THE TOURISM AND LEISURE COMMITTEE
HELD AT THE BLAKEHAY ON TUESDAY 4th April 2023**

Meeting Commenced: 2.34 pm

Meeting Concluded: 3.22 pm

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

ALSO IN ATTENDANCE : Fay Powell (Assistant Town Clerk -Operational Services), Jane Murch (Tourism Manager) , Dave Peters (Tourism & Digital Marketing Officer) , Sharon Miles (Grounds Manager), Deana Smart (Tourism Team Leader), Bev Trevitt (Tourism Team Leader) and Rebecca Saunders (Civic & Committee Officer).

347	Apologies for Absence Apologies for absence were received from Councillors Richard Tucker and Roger Bailey, with no substitutions. It was suggested that the members of new administration should submit their apologies if they were unable to attend committee meetings.
348	Declarations of Interest There were no declarations of interest received.
349	To approve the accuracy of the minutes of The Tourism and Leisure Committee meeting held on 16th February 2023. 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.
350	Finance Reports The report of The Deputy Town Clerk had been circulated to prior to the meeting. RESOLVED: That the finance report be noted.
351	Tourism Updates <u>5.1 Staffing Updates</u> The Chairman introduced Jane Murch -Tourism Manager (TM), Deana Smart (Tourism Team Leader), Bev Trevitt (Tourism Team Leader). The Assistant Town Clerk - Operational Services (ATC-OS) introduced Sharon Miles (Grounds Manager). The TM reported that only two Tourism Team Leaders had been appointed as all the

other candidates did not have the correct skill set for the role and so options of up skilling some of the casual staff to fill the roles later in the season, was being explored.

The Chairman noted it was nice to see staff returning.

The TM reported that the Tourism video was now on the website and options to promote the video were being researched.

RESOLVED: That the verbal report be noted.

5.2 Partners Update

The TM reported she had spent some time looking at the pre and post pandemic figures and felt that there was a need to look at partner offerings and adding value to encourage more uptake.

The TM would like to review all packages and bring some new ideas back to the next meeting.

It was noted that there was a need to review all aspects of tourism and the content produced needed to be more professional. It was hoped the new administration would bring some fresh ideas.

The TM felt that Weston had a lot to offer tourists and that Visit Weston's content needed to mirror NSC's more.

A discussion ensued regarding the pros and cons of social media platforms.

RESOLVED: That the Tourism Manager presents new Partner packages at the next committee meeting.

5.3 Water Park Opening

The TM reported that the VIC Satellite would be opening from 10th April, on reduced hours due to the Splash pad still not being in operation.

RESOLVED: That the verbal report be noted.

5.4 Silca Update

The ATC-OS reported that the hand over would be completed in May. The site would be jet washed and cleaned and have LED screens in place, yet to be confirmed by NSC.

The Chairman noted his disappointment that the handover had not taken place before Easter.

RESOLVED: That the verbal report be noted.

356

Parks and Play Areas

6.1 General Update

The ATC-OS reported that Sharon Miles Grounds Manager was in her second week in the role and had got straight into work and was settling in very well.

2.59pm Councillor David Dash left the meeting

Sustainable plants were now ready to be planted in all beds and roundabouts in the town which would deliver year-round color and reduce the need for watering as they were drought resistant. These plants would be protected by netting to avoid theft and some signage would be in place.

3.02pm Councillor David Dash joined the meeting.

It was hoped that some trees could be included on the roundabouts but some plans with NSC would need to be worked on for this due to height restrictions.

It was also reported that The Dartmouth Close site was now under WTC control and work was underway to plant some trees to provide some shade, as it was a very exposed park.

There had been some vandalism problems at Dartmouth Close historically, so it was hoped that some community engagement could be done to encourage local residents to take some ownership of the park.

The ATC-OS reported that some of the path had been exposed at Ellenborough Park East to allow for some home educators to carry out an exhibition dig. Buildbase had kindly loaned a small digger for free, to allow this to be possible.

3.05pm Councillor Catherine Gibbons joined the meeting

The annual inspection had taken place and only 3 items had been identified as needing attention.

A member suggested that the council needed to be mindful that the extra parks taken on, would require more grounds team time.

The Chairman informed that some sites taken over came with a maintenance charge, therefore allowing for more grounds staff time.

The Grounds Manager reported that she was looking at ways to maximize staff efficiency.

RESOLVED: That the verbal reports be noted.

Waterpark Update

7.1 Plant Room

The ATC-OS reported there had been a delay getting a part and so realistically, the site would not be reopened until May.

The site would be cleared in the next few days ready for work to start the following week when the part had been delivered.

RESOLVED: That the verbal report be noted.

7.2 Charges

The Chairman reported that the £3 charge had been approved by Town Council and the even sum would be much easier for staff to manage.

	<p>RESOLVED: That the verbal report be noted.</p>
<p>357</p>	<p>Castle Batch SEN Play Update</p> <p><u>8.1 Build Update</u> The ATC-OS apologised for not presenting update photos but good progress was being made, although noting that the build was 4 weeks behind schedule.</p> <p>Funds had been sourced to provide an avenue of birch trees and Steve Clerk The Tree Officer was working with Sutcliffe Play to ensure they were planted in the best position.</p> <p>RESOLVED: That the Verbal report be noted.</p> <p><u>8.2 Community Engagement</u> The ATC-OS reported that a park watch group had been set up and some positive meetings between them and community PCSO'S had taken place.</p> <p>It was hoped that a community response would have a base at the site and plans had been made to cut back surrounding foliage to make the park safer.</p> <p>RESOLVED: That the verbal report be noted.</p> <p><u>8.3 Launch Event</u> The Chairman reported the launch event was set for 20th May and would hopefully be a fayre type event.</p> <p>The ATC-OS reported that local SEN Schools would be invited to use the site in the week before as a soft launch.</p> <p>A member expressed their disappointment at not being available on 20th May and the Chairman informed that if a soft launch was taking place the week before, it may be possible to push the main launch to 24th May.</p> <p>RESOLVED: That The ATC-OS explore possibility of moving main launch to 24th May.</p>
	<p>There being no further business, the Chairman closed the meeting at 3.22 pm</p> <p>Signed: Dated:</p> <p>Chairman of the Tourism & Leisure Committee</p>

TOURISM AND LEISURE COMMITTEE TERMS OF REFERENCE

The Tourism and Leisure Committee deals with all aspects of tourism to the town together with the Town Council's parks, play areas (including the Water Park) and outdoor sports and leisure facilities.

Membership: 10 Quorum: 5

1. To deal with the management, development and operation of sport and leisure facilities.
2. To manage all Town Council parks and open spaces.
3. To manage the Water Adventure Play Park, skateboard parks and all play areas.
4. To manage the Council's tourism and destination marketing initiatives.
5. To manage and monitor production and maintenance of the tourism website and brochure.
6. To manage advertising and revenue to secure maximum income.

Tourism & Leisure Committee – 13th June, 2023

Tourism Update Report of the Visitor & Information Services Manager

8. Tourism Updates

To receive the reports of the Tourism Manager:

1. Presentation from Jane Murch on:

- a. Who are Visit Weston-super-Mare
- b. New Partnership Programme

The team are now established and a number of new initiatives are underway. They bring a wealth of experience both in terms knowledge and their passion for Weston-super-Mare.

2. Visitor Information Centre and Services

- i. Introduction of online shift/rota system – Sling
- ii. Recruitment campaign for an additional Team Leader
- iii. Recruitment campaign for additional 'Weston Super Hosts'
- iv. New work placement due to start mid-June from Weston College

3. Social media:

- i. **Facebook** – we continue to schedule event information and promotion. Where we can, we signpost to our website for further information
- ii. During April, we saw a 117% increase (81k) reach, a 359% rise in engagement and 152% increase (300) new followers
- iii. In May, our reach was up a further 67% (133k) reach, a 63% increase in engagement and a 78% increase (408) new followers
- iv. The estimated audience size for Facebook is 46m-54m
- v. **Instagram** – is now taking centre stage and we are building our content and following
- vi. Whitsun bank holiday saw first ever 'Instagram Takeover' with Mendip Activity Centre
- vii. From 6 May to 4 June, our Instagram reach has increased by 167% with 4,754 accounts reached and engagement is up 175%
- viii. What's launched:
 1. We have continued to build on our 'What's on this weekend' posts
 2. Food Friday is now in its fifth week and being well received
 3. Launching ActiveWeston, FamilyWeston, HeritageWeston and AccessibleWeston soon

4. Members' recommendations for approval:

- a. Confirmation of new Partnership Programme
- b. JM to continue to explore opportunities of having a 'pop-up' VIC in The Sovereign
- c. Silica Update - Verbal update from Assistant Town Clerk (Operational Services)

5. Report Author

Jane Murch

Visitor & Information Services Manager

5th June, 2023

Tourism & Leisure Committee – Tuesday 13th June 2023
Waterpark
Report of the Grounds Manager

10.2 Waterpark operational update

- 1) Work on the Wet Pour surface which failed was completed 17/05/23
- 2) Plant room calibration and completion completed 27/05/23
- 3) Training completed with the team on calibrating the probes and general maintenance of the plant room 31/05/23
- 4) Legionella risk assessment has been completed and the testing carried out 31/05/23 results will be back in 10 – 14 days
- 5) Vandalism reported over the weekend of 3rd and 4th June, break in to changing rooms and damage to doors. This is with John West to repair asap.
- 6) Waterpark has been strimmed, grass cut and hanging baskets and planters have been installed
- 7) Graffiti has been removed from play equipment and will continue to be monitored by the Welcome Hosts and reported to the Grounds Team for action when necessary

Members are requested to note the report.

Sharon Miles
Grounds Manager
5th June 2023

Tourism & Leisure Committee – Tuesday 13th June 2023
Park & Play Areas
Report of the Grounds Manager

11. Parks and Play

- 1) Sharon Miles has received training on playground inspection and will take these on from August 2023.
- 2) A number of priority work areas have been priorities and we are planning the Grounds Team work accordingly using route optimisation.
- 3) The Grounds Manager has spent the last couple of months settling in and working with all areas of the Grounds Team to better understand the service delivery required. Changes to improve delivery have commenced which will involve one of the grounds staff dedicated full time to playground maintenance.
- 4) Hutton Moor skate park - we have sourced a product to explore the removal of graffiti from the ramps, this is ongoing and we hope to have this work completed soon.
- 5) Castle Batch is delayed – we continue to work with the contractor to get this completed asap.
- 6) We will be investigating and researching the reinvestment needed in play equipment to ensure longevity, particularly the Ransom mower used for our parks and larger play areas.
- 7) Litter picking in park and play areas is a high priority and all areas have had new litter bins installed.

Members are requested to note the report.

Sharon Miles

Grounds Manager
5th June 2023