

**WESTON-SUPER- MARE TOWN COUNCIL
MINUTES OF THE TOURISM AND LEISURE COMMITTEE
HELD AT THE BLAKEHAY ON TUESDAY 14th 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 12th 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 25th June, where more members of the public would be engaged about the project. Officers would also be taking copies of the survey out on 25th & 26th 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 25th 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 25th 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