

**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).

<b>207</b>	<b>Apologies for Absence</b>  Apologies for absence were received from Councillors David Hitchins who was substituted by Roger Bailey and John Crockford-Hawley with no substitution.
<b>208</b>	<b>Declarations of Interest</b>  There were no declarations of interest received.
<b>209</b>	<b>To approve the accuracy of the minutes of The Tourism and Leisure Committee meeting held on 4<sup>th</sup> October 2022.</b>  The minutes of the meeting had been previously circulated with the agenda.  <b>PROPOSED BY:</b> Councillor Richard Tucker <b>SECONDED BY:</b> Councillor David Dash  <b>RESOLVED:</b> That the minutes be approved as a true record of the meeting and signed by the Chairman.
<b>210</b>	<b>Finance Reports</b>  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.  <b>RESOLVED:</b> That the report of The Deputy Town Clerk be noted once circulated.
<b>211</b>	<b>Tourism Update</b>  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.

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**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**