

**WESTON-SUPER- MARE TOWN COUNCIL
MINUTES OF THE TOURISM AND LEISURE COMMITTEE
HELD AT GROVE HOUSE ON
MONDAY 13TH APRIL 2015**

Meeting Commenced: 2.00 pm

Meeting Concluded: 3.38 pm

PRESENT: Councillor Sonia Russé (Chairman), Peter Crew, David Hitchins, Jan Holloway, Cyril King, Mike Lyall, Derek Mead, Ian Porter and Len Purnell.

ALSO IN ATTENDANCE: Malcolm Nicholson (Town Clerk), Samantha Bishop (Committee Officer) and Debbie Matthews (Tourism Consultant).

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| 418. | To receive Apologies for Absence and Notifications of Substitutions Apologies for absence were received from Councillors John Crockford-Hawley and the Assistant Town Clerk. |
| 419. | To receive Declarations of Interest There were no declarations of interest received. |
| 420. | Minutes of the previous Tourism & Leisure Committee Meeting held on the 16th February 2015. The Minutes had been previously circulated with the agenda. PROPOSED BY: Councillor David Hitchins SECONDED BY: Councillor Jan Holloway <i>The Town Clerk joined the meeting at 2.04 pm.</i> RESOLVED: That the Minutes be signed by the Chairman as a true record of the meeting. |
| 421. | To consider the Love Weston Review 421.1 To receive the report of the Town Clerk The Town Clerk's report had been previously circulated with the agenda. The Committee had requested a review of Love Weston at its last meeting on the 16 th February and the Town Clerk's report outlined the current operational arrangements, the review process and the issues identified. The review had been discussed at the last meeting of the Expenditure Governance Working Party where it had been recommended that: a) That the Policy and Finance Committee be requested to test the market for an all-inclusive destination marketing package that covers website management, sales, advertising, marketing, PR, stakeholder engagement and a destination guide. b) To further improve and invest in the website making it more dynamic and up to date, to |

include:

- Free listings as of 2015.
- A second SEO campaign for 2015 to build on our website successes.
- Improved event information was needed so buy into New Minds enhancements technology – "Events Submission Form".
- Love Weston domain name to incorporate 'super-Mare' in order to improve search engine rankings
- To link in with Visit Somerset and to discuss the possibility of linking in with both Visit Bristol and Bath websites.

It was suggested that any views of the Tourism and Leisure Committee could also be reported to Policy and Finance Committee on 20th April 2015.

The Leader of the Council highlighted from the Tourism Consultant's report that in the nationwide table for social media engagement Love Weston came 29th out of 126 destinations beating major DMO's including Visit Somerset (51st) and that Love Weston was 2nd out of 15 in the South West, the winner had been established for 6 years. Visit Somerset they had set up a link to Love Weston from their website. The Committee needed to approve the funds from the Tourism Advertising budget if a seconded SEO campaign was needed.

Debate ensued.

It was noted that one of the issues raised within the report stated that relationships with some major stakeholders locally were strained, particularly the Weston Hotels and Restaurants Association and some BID businesses. Clarity was requested on this point, particularly with regards to the BID.

The Leader of the Council clarified that the Town Council had a Service Level Agreement with the Town Centre Partnership and not with the BID some of whose members had issues with Love Weston and seemed to be unaware of what advertising they had approved.

A view was expressed that the BID was not considered to benefit its members.

The Chairman informed that the Council wanted to be seen to support any organisation that promoted the town and that the BID was set up with this intention. On this point it was:

PROPOSED BY: Councillor Peter Crew

SECONDED BY: Councillor Mike Lyall

RESOLVED: That the Town Council's relationship with BID be considered within the Love Weston review.

Debate then ensued regarding Weston's need to tap into providing caravan and camping accommodation like the neighbouring destinations of Burnham and Berrow. The Chairman informed that independent surveys have shown that 30% of the hits on the Love Weston website are for caravan sites of which Weston does not provide.

It was queried whether areas such as windsurfing and walking had been advertised as things to do on the website. The Tourism Consultant informed that she had recently added a new feature on walks, cycling and National Parks etc.

The Town Clerk advised that a second year's SEO campaign would cost £2,000 and a further £3,000 to maintain, totalling £5,000 which would need approval from the Tourism Advertising budget.

PROPOSED BY: Councillor Peter Crew
SECONDED BY: Councillor David Hitchins

RESOLVED: That the Town Clerk's report be received and that a second SEO campaign be approved if required, to be funded from the Tourism Advertising budget.

421.2 To receive the report of the Love Weston Consultant

The Love Weston Consultant's report had been previously circulated with the agenda.

The Chairman highlighted that the number of hits on the website continued to rise and that the statistics spoke for themselves on the success of Love Weston.

The Tourism Consultant explained that North Somerset Council needed to be quicker at sharing information on events and televised visits to Weston, including the weather bulletin, with Love Weston.

The Leader informed that Flog It were coming to film on the Grand Pier. The Tourism Consultant explained that the BBC had been in touch with her regarding this event, the information had not come from North Somerset Council.

RESOLVED: That the report of the Tourism Consultant be noted.

421.3 Application for grant aid for proposed Dairy Festival

PROPOSED BY: Councillor Peter Crew
SECONDED BY: Councillor Dave Hitchins

RESOLVED: That The Dairy Festival be awarded £2,000 from the Tourism Grants budget under power: Local Government Act 1972 section 137/ Localism Act 2011 s.1

422. Brochure for 2015/16 and Rate Card upgrades

A number of businesses had approached the Tourism Consultant regarding direct debits for their memberships and would be prepared to pay quarterly. It was suggested that this would only apply to Platinum and Platinum Plus packages which included an advert in the brochure. A direct debit facility had already been set up but arrangements for the brochure would need to be finalised with Carrier Direct.

The Town Clerk advised that experience had shown that the selling aspect of the brochure needed to be better coordinated and managed.

PROPOSED BY: Councillor Peter Crew
SECONDED BY: Councillor Len Purnell

RESOLVED:

1. To add a Platinum plus package at the cost of £400.00
2. To offer a direct debit quarterly payment option for Platinum and Platinum plus packages
3. That the method of selling of adverts in the brochure be investigated further as part of the tourism review.

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| 423. | <p>To approve the Marketing and Advertising Plan for 2015/16 The report of the Assistant Town Clerk had been previously circulated with the agenda recommending approval of the Marketing and Advertising Plan of 2015/16.</p> <p>Debate ensued regarding the need to advertise with the Weston & Somerset Mercury. The Committee was advised of the need to comply with the Council’s press release procedure and with the Museum HLF requirements regarding publicity.</p> <p>PROPOSED BY: Councillor Sonia Russè SECONDED BY: Councillor Len Purnell</p> <p>RESOLVED: To approve the Marketing and Advertising Plan for 2015/16; and that the remainder of the budget be ring-fenced for YouTube filming, local sports strip sponsorship, artwork on-costs, summer, autumn and winter destination advertising campaigns and the Council’s contributions towards North Somerset Council’s ‘in-resort’ Pocket guide and production costs for the 2016 destination guide produced by Carrier Direct.</p> |
| 424. | <p>North Somerset Council Service Level Agreement</p> <p>424.1 Service Level Agreement Specification</p> <p>An extract from the Service Level Agreement Part 4, Specification of Work Section 1 – Tourism and General and Section 2 – Water Park, had been previously circulated with the agenda.</p> <p>The Town Clerk reported that the downstairs space of the front building of the Tropicana would be available in May but the availability of the upstairs office space was still unknown. A regular monthly meeting with the North Somerset Council Seafront and Events Team had been set up with effect from the beginning of May.</p> <p>The Leader informed that any problems with lack of event information could be addressed within these meetings going forward.</p> <p>424.2 The Tropicana</p> <p>The Leader reported that the Tropicana would not be ready in time for closure of the Museum and relocation of a Museum display. Plans to advertise the Museum of the hoardings of the Sand Sculpture structure were being pursued which would meet the requirements of the HLF.</p> <p>It had been agreed that the Tourism Consultant would operate from home on a temporary basis until the office space was ready and in the meantime the Tourism Consultant had met with Helen George, North Somerset Council regarding a possible temporary space in a Beach Hut.</p> |
| 425. | <p>Parks and Play Areas To report of the Grounds Manager had been previously circulated with the agenda.</p> <p>The Town Clerk advised that the Grounds Manager’s attendance at the meeting was not necessary as it was only an update report.</p> <p>The Town Clerk advised that grant aid would be needed to achieve a major refurbishment of the Hutton Moor Skatepark. The Grounds Manager’s report informed of the intention to engage with young people on the refurbishment. It was queried if this included the design of the skatepark as this had been done in Worle and had worked well as it gave the young</p> |

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| | <p>people a sense of ownership.</p> <p>The Town Clerk was asked to clarify North Somerset Council’s plans for redevelopment and expansion before the Town Council invests any time and money. The Town Clerk said he would consider the advice and that the Council would co-operate with any plans North Somerset Council had, including the access issues with the Allotment site.</p> <p>A Councillor informed that the arrangements for community work with Leyhill prisoners were being developed. The Town Clerk added that he and the Grounds Manager had a meeting scheduled with the prison regarding the practicalities of prisoners, who were studying Horticulture, doing grounds maintenance work in the community.</p> |
| | <p>There being no further business the Chairman closed the meeting at 3.38 pm</p> <p>Signed Dated</p> <p>Councillor Sonia Russe Chairman of the Tourism & Leisure Committee</p> |