

**WESTON-SUPER- MARE TOWN COUNCIL  
MINUTES OF THE TOURISM AND LEISURE COMMITTEE  
HELD AT GROVE HOUSE ON  
MONDAY 5<sup>TH</sup> OCTOBER 2015**

**Meeting Commenced:** 2.00 pm

**Meeting Concluded:** 3.15 pm

**PRESENT:** Councillors Peter Crew (Chairman), John Crockford-Hawley, James Davis, Catherine Gibbons, Jocelyn Holder, Ian Porter and Roz Willis.

**IN ATTENDANCE:** Malcolm Nicholson (Town Clerk), Sarah Pearse (Responsible Financial Officer), Rob Thurston (Grounds Manager), Jennifer Lawley (Committee Officer) and Becky Parker (Weston Mercury).

<b>163.</b>	<b>To receive Apologies for Absence and Notifications of Substitutions</b>  Apologies for absence were received from Councillors Clive Webb, James Clayton and Derek Mead together with Tania Middlemiss (Assistant Town Clerk).
<b>164.</b>	<b>To receive Declarations of Interest</b>  There were no declarations of interest received.
<b>165.</b>	<b>Minutes of the previous Tourism &amp; Leisure Committee meeting held on the 10<sup>th</sup> August 2015.</b>  The minutes had been previously circulated with the agenda.  <b>PROPOSED BY:</b> Councillor Jocelyn Holder <b>SECONDED BY:</b> Councillor Roz Willis  <b>RESOLVED:</b> That the minutes be signed by the Chairman as a true record of the meeting.
<b>166.</b>	<b>Love Weston</b>  The Love Weston Consultant's report had been previously circulated with the agenda.  <b>Statistics:</b> Website statistics were well received by the Chairman. The top 5 demographics highlighted were London, Bristol, Weston-super-Mare, Birmingham and Bath. Visitors to the Love Weston website had increased between May and September 2015 compared to the same period in 2014. However, it was acknowledged that the growth in August and September were probably attributable to Dismaland.  <b>Rugby update:</b> Five primary schools took part in the Tag Rugby Tournament held at Weston-super-Mare Rugby Football Club on Friday 18 <sup>th</sup> September in celebration of the opening day for the Rugby World Cup 2015. The children all received coaching sessions with Glen Dickson (Head Coach and Rugby Development Officer, Weston-super-Mare RFC) at their individual schools, prior to the event. Numerous schools in the area had been contacted but only five schools had come forward. The event was, nonetheless, a huge success with twelve teams being formed. The Rugby Club and Tony Pryce (Intersport) were thanked for their support and provision of food, drink and goody bags for the children.  The tournament had inspired the suggestion for similar events in the future as it brought different schools together. The consultant put forward her idea of three sporting events

	<p>being organised during the period of a year, possibly arranged through Weston-super-Mare Golf Club or Cricket Club. The rugby tournament had been chosen for this first event in recognition of the Rugby World Cup. Debate ensued during which factors effecting the low turn out were considered. There had been extensive publicity with press releases, emails and personal telephone calls. Launching future events with further taster sessions to motivate and encourage interest was suggested.</p> <p><i>Councillor Ian Porter joined the meeting at 2.08 pm.</i></p> <p><b>Shared Costs:</b> Members were advised of the consultant’s networking at the Royal Welsh Show and other events with possible outcomes for cost savings with the sharing of stands at shows.</p> <p><b>RESOLVED:</b> That the report be received and noted.</p>
167.	<p><b>Visit England and DMO Status</b></p> <p>The Love Weston Consultant advised that the Town Council did not currently have DMO status (Destination Management Organisation status represents destinations and help to develop long-term travel and tourism strategies). VisitEngland, the official tourist board for England, were happy to run the campaign for the Rugby World Cup but otherwise the town was not represented. With DMO status the Town Council would be open to VisitEngland funding opportunities. However, achieving status would involve a considerable amount of work.</p> <p>The Town Clerk in anticipation of the Town Council’s endeavour to achieve DMO status, commented that staff involvement would need assessing including the benefits of DMO status. The Chairman affirmed that DMO status was worth pursuing and that preliminary work should be progressed. The consultant in highlighting the work and timescales involved, emphasised the international advantages and funding benefits DMO status carried.</p> <p><b>RESOLVED:</b> That the verbal report be noted.</p>
168.	<p><b>Tourism Brochure and Pocket Guide</b></p> <p>The Town Clerk advised that work with Carrier Direct was on going. He reminded members that the tourism brochure would be A4 in size, providing more detail of attractions within 40 miles and information from further afield.</p> <p>The Pocket Guide, an ‘in resort’ guide, was produced by North Somerset Council and the Seafront and Events Team. In 2014, North Somerset Council had requested the Town Council underwrite the Pocket Guide to the sum of £4,000. This year the figure requested was £2,000, the reduction being partly due, the Chairman suggested, to its success. The Pocket Guide would include advertising at no further cost to the Town Council for the Museum, the ‘Buy-a-Block’ campaign, the Blakehay Theatre and Water Park. BID were also financial contributors.</p> <p><b>PROPOSED BY:</b> Councillor Ian Porter  <b>SECONDED BY:</b> Councillor Roz Willis</p> <p><b>RESOLVED:</b> That the Town Council underwrite North Somerset Council’s Pocket Guide to the sum of £2,000.</p>
169.	<p><b>Water Park</b></p> <p>The report of the Town Clerk had been previously circulated with the agenda.</p> <p><b>Plant Maintenance:</b> The Town Clerk reported to the committee on the 10<sup>th</sup> August that the water purification plant at the Water Park had been successfully replaced. Since the</p>

replacement the Grounds Team had been overseeing its operation without any further problems. He informed of discussions with North Somerset Council when it had been proposed that:

1. The Town Council's Grounds Team remain responsible for the on going care and maintenance of the plant room.
2. Plant room maintenance be excluded from the renewal SLA (Service Level Agreement) for 2016/17 with a cost reduction of £5,618.

The Town Clerk reported that North Somerset Council had agreed to these terms.

**PROPOSED BY:** Councillor Ian Porter

**SECONDED BY:** Councillor Roz Willis

**RESOLVED:** That the plant room operation and maintenance be excluded from the renewed Service Level Agreement with the Seafront and Events Team for 2016.

**Investment:** The Town Clerk informed that the current refreshment kiosk which predated the Water Park required refurbishment and was the only part of the park that had not received any investment from the Town Council. In addition changing facilities had been requested.

The Responsible Financial Officer had researched the options for a new refreshment kiosk and had identified a suitable option at a cost of £5,071. A further £2,000 approximately would be incurred in equipping the kiosk if the Town Council chose to operate it directly. As landlords, North Somerset Council's consent would need to be sought.

A report on the Water Park concession had already been presented to the Policy & Finance Committee when it was resolved that:

1. Funding for a new refreshment kiosk with an indoor seating area be included in the budget for 2016/17
2. Options for a changing facility be sourced and added to the above costing.
3. Officers be authorised to seek Landlord's consent and if required planning permission for new facilities.

**PROPOSED BY:** Councillor Ian Porter

**SECONDED BY:** Councillor Ros Willis

**RESOLVED:** That the Tourism & Leisure Committee support the budget bid for investment in a new refreshment kiosk with changing facilities and authorise the necessary applications for consent.

**Refreshment Kiosk Concession:** The Town Clerk advised that after five years of operation by the current concessionaire it was appropriate that the concession be retendered. He reminded members of their decision not to accept a request to extend the current concession further. It had been suggested by the Seafront and Events Manager that his team could manage the café in conjunction with staffing at the Water Park. Direct operation by the Town Council had been considered and rejected as an option in 2010.

Debate ensued on other options available. However, as outlined in the Town Clerk's report, he advised that the best option would be to re-procure a new concession with the improved facilities in open competition. The duration of the concession was also a topic of debate.

**PROPOSED BY:** Councillor Ian Porter

**SECONDED BY:** Councillor Roz Willis

	<p><b>RESOLVED:</b></p> <ol style="list-style-type: none"> <li>1. The refreshment kiosk concession with the improved facilities be re-procured in open competition.</li> <li>2. The new refreshment kiosk be let out as a concession for five years and that a break clause be included.</li> </ol>
170.	<p><b>Parks, Play Areas and Hutton Moor Skate Park</b></p> <p>The report of the Development Officer on Hutton Moor Skate Park had been previously circulated with the agenda. The Grounds Manager was in attendance to deliver a verbal report on parks and play areas.</p> <p>The Grounds Manager reported that fallen trees had created a bridge to a boundary fence at Millennium Green, adjoining a lorry tyre business. This had enabled children to climb into the yard, and with the risk of a fire in the yard, clearing the trees had been a priority. He also reported on the continued grass cutting and quotes for this year's operational tree work.</p> <p>The water at the Water Park had been switched off and the Grounds Supervisor and Team were preparing for winter decommissioning of the equipment and plant room. The Grounds Manager updated members on the compliance testing inspection from AEC (Environmental Consultants), the site visit by Ellis Whittam (the Town Council's H&amp;S advisor) and scheduled plant room management training. There had also been a recent independent annual inspection of the Town Council's play areas and the Grounds Team had received update training in respect of play area inspections.</p> <p><b>RESOLVED:</b> That the verbal report be noted.</p> <p>The Town Clerk informed that earlier in the year the Development Officer had launched an initial survey to gain an understanding about the users of Hutton Moor Skate Park, inviting ideas for improvement should grant funding be obtained. Results of the survey which included an online survey, were highlighted in the Development Officer's report. Three top requests for improvements were identified and on the strength of this, two companies were approached for designs.</p> <p>A second stage consultation was initiated and users of the park were provided with copies of two designs. Although there had been very little written response, the Development Officer had met with a group of young people to discuss the plans. Community support had also been a topic as this would help greatly with a grant funding application.</p> <p>Members noted the young people's responses, their comments and their design preferences. From these discussions the ideal scenario appeared to be a design submitted by one company, but built with concrete which would add to the costs quoted. To develop this project further including the suggestion for the provision of a café on site and investigations into grant funding, the Development Officer had suggested that a small working party be formed. Debate ensued. It was proposed that Councillors Jocelyn Holder (Vice-Chairman of the Tourism &amp; Leisure Committee), James Davis (South Worle) and James Clayton (Bournville Ward) sit on the Working Party.</p> <p><b>PROPOSED BY:</b> Councillor James Davis  <b>SECONDED BY:</b> Councillor Peter Crew</p> <p><b>RESOLVED:</b> That a Hutton Moor Skate Park Working Party be formed to include several Town Councillors together with Skate Park users.</p>

171. **Budget Considerations**

The Responsible Financial Officer requested clarification on a previous minute (360: 16<sup>th</sup> February 2015) in relation to the award of £5,000 to both the Weston Food Festival and Sand Sculptures respectively. It was understood that both of the organisations had approached the Council for financial support towards their events and as the requests had not come in via the grant criteria they would be treated as a donation. The wording of the minute suggested this was sponsorship which has a VAT implication but would also imply the Council had some recognition and would receive some benefit in some way as a result, which was not believed to be the case.

**PROPOSED BY:** Councillor Ros Willis

**SECONDED BY:** Councillor Joceyln Holder

**RESOLVED:** Confirmation was given by the committee that the financial award of £5,000 to both the Sand Sculptures and the Food Festival respectively was indeed approved as a financial donation and that the previous minute of the 16<sup>th</sup> February 2015 (minute no:360) was in fact incorrect. The Responsible Financial Officer should account for the monies with this clarification accordingly within the accounts.

Budget setting for 2016/17 was fast approaching with the final drafted budget due to be presented at full Town Council on the 25<sup>th</sup> January 2016. The Responsible Financial Officer invited members of the Tourism & Leisure Committee to put forward their ideas for the budget setting process.

Further budget considerations were proposed as follows:

- The provision of a Tourist Information Centre,
- an application for DMO status and
- a programme of maintenance of play areas and the installation of new play equipment.

There being no further business the Chairman closed the meeting at 3.15 pm

Signed ..... Dated .....  
Councillor Peter Crew  
**Chairman of the Tourism & Leisure Committee**