

**WESTON-SUPER- MARE TOWN COUNCIL
MINUTES OF THE TOURISM AND LEISURE COMMITTEE
HELD AT GROVE HOUSE ON
MONDAY 5th DECEMBER 2016**

Meeting Commenced: 7.00 pm

Meeting Concluded: 8.25 pm

PRESENT: Councillors Peter Crew (Chairman), John Crockford-Hawley, James Davis, David Hitchins, Jocelyn Holder, Derek Mead, Len Purnell, Clive Webb and Roger Bailey (S)

ALSO IN ATTENDANCE: Malcolm Nicholson (Town Clerk), Tania Middlemiss (Assistant Town Clerk), Sarah Pearse (Responsible Financial Officer), Ian Jefferies (Love Weston Sales Co-ordinator), Caroline Darlington (Visitor Information Officer), Tricia Brabham (Communications Officer) and Sarah Robinson (Weston Mercury).

198.	<p>Apologies for Absence and Notification of Substitutions</p> <p>Apologies for absence were received from Councillors James Clayton, Michael Lyall, Ian Porter and Roz Willis</p> <p>Councillor Roz Willis was substituted by Councillor Roger Bailey.</p>
199.	<p>Declarations of Interest</p> <p>There were no Declarations of Interest received.</p>
200.	<p>To approve the accuracy of the minutes of the Tourism and Leisure Committee meeting held on the 3rd October 2016</p> <p>The minutes of the last meeting had been previously circulated with the agenda.</p> <p>RESOLVED: That the minutes be approved and signed by the Chairman as a true record of the meeting.</p>
201.	<p>Parks and Play Areas</p> <p>The report of the Grounds Manager had been previously circulated with the agenda.</p> <p>The Town Clerk advised members that during the winter the Grounds Team were focussing on cutting back trees and path repairs as well as play inspections and play equipment maintenance works.</p> <p>The Town Clerk advised that the maintenance work at Jubilee Park was being undertaken following vandalism to a piece of equipment.</p> <p>The Town Clerk advised members that the play area at West Wick was being transferred to the Town Council. The two play areas at Hayward Village would be managed by North Somerset Council, although it was not clear why.</p> <p>A member asked what budget there was for play area repairs as he felt Uphill play area was in poor condition. The Responsible Financial Officer advised that there was a £40,000 repair budget for play areas. The replacement of a piece of play equipment at Uphill was planned and the budget allocated. All play areas were checked weekly.</p> <p>A vote was taken and carried. Accordingly it was:</p>

	<p>RESOLVED: That the Grounds Manager’s report be received and noted.</p>
202.	<p>Water Park Service Level Agreement 2017</p> <p>The report of the Town Clerk had been previously circulated with the agenda.</p> <p>The Town Clerk advised that during 2016 the Town Council entered into a Service Level Agreement (SLA) with the North Somerset Council Seafront and Events team. The SLA covered various aspects of tourism including the operation of the Water Park and office space for Love Weston. The cost of the SLA was £27,849, and in addition the Town Council agreed to underwrite the Pocket Guide to a maximum of £2,000.</p> <p>A new SLA was required, and the Seafront Manager had advised that costs would have to increase. The total cost of the SLA would rise to £31,835; included in this was the overall operation of the Water Park. However, toilet cleaning would be contracted out and tourism services reduced. Two ‘Weston Welcomers’ would be based in the Visitor Information Centre from May to early September. The underwriting of the Pocket Guide for £2,000 could be removed as this was not going ahead in 2017.</p> <p>RESOLVED: That the Service Level Agreement with the Seafront and Events Team be renewed for 2017 (minus toilet cleaning at the Water Park and other tourism services but with continued rent free occupation of the Visitor Information Centre) at a total cost of £31,835.</p>
203.	<p>Love Weston</p> <p>The report of the Love Weston Consultant had been previously circulated with the agenda.</p> <p>The Love Weston Sales Co-ordinator advised members that the website figures included in the progress report may be due to an update being required to Google Analytics. Visits to the site were 20% up on last year – evidence the SEO campaign was working. The Chair advised members that another campaign had been budgeted for next year. The Assistant Town Clerk advised that there was £3,600 in the budget for next year and that we had now been allocated an SEO key worker by the agency.</p> <p>RESOLVED: That the report of the Love Weston Consultant be noted.</p> <p>The Chair advised members that the next item on the agenda ‘Love Weston Service Level Agreement’ would be moved to the end of the meeting to be discussed once the Love Weston Sales Co-ordinator and the representative from the Mercury had left the meeting.</p>
204.	<p>Visitor Information Centre</p> <p>The report of the Visitor Information Centre (VIC) Manager had been previously circulated with the agenda.</p> <p>The VIC Manager advised that it had been a very successful summer season. They had trialled opening the VIC for the Beach Race weekend but this had not been successful as the visitors were only there for the beach race and not interested in visiting anywhere else. North Somerset Council had closed all the toilets on the promenade for the weekend and although they had provided portaloos in side the event, people were queuing from 9.30 am to 1.30 pm to get into the event. The Chairman advised that the toilets would be discussed with the Seafront and Events team and reported back to the next Committee meeting.</p>

	<p>The VIC Manager reported 4 new members had signed up to Love Weston since the VIC closed on the 17th September 2016, 2 of these were platinum plus members. The VIC was helping to get businesses to sign up as it was a visible benefit to joining Love Weston. Visit Somerset had published rates for next year which were much more expensive than Love Weston, and had very little information on their website about the town. Love Weston being top of the Google rankings was also helping.</p> <p>There had been £6,000 in shop sales over the summer period with the VIC's window being sold for £1,200 for a yearly fee. The Responsible Financial Officer advised members that the year to date had provided £9,068 in sales compared to £10,000 budgeted, and there was still a couple of months left.</p> <p>The Love Weston Sales Co-ordinator advised that £2,000 in renewal fees would be received shortly from members.</p> <p>A member enquired as to why the Sandringham Hotel had been put on hold. The member was advised that this was because the Hotel had not yet reached the required minimum 3 stars for food hygiene standards. It was hoped that this could be reached in the near future.</p> <p>RESOLVED: That the report of the VIC Manager be noted.</p>
<p>205.</p>	<p>Tourism Brochure, Explore 2017</p> <p>The report of the Visitor Information Officer had been previously circulated with the agenda.</p> <p>The Assistant Town Clerk advised that the quoted price of £5,000 was for 10 pages but the brochure would be 12 pages and cost £5,800.</p> <p>The VIC Manager advised that the accommodation pages would be ready for proofing at the end of the year and the brochure would be ready by March, possibly earlier if the Town Council could help with storage.</p> <p>Debate ensued.</p> <p>RESOLVED: That the proposal for the Love Weston and Explore brochure be approved and the Assistant Town Clerk in consultation with the Chairman and Vice Chairman be authorised to finalise detailed terms.</p>
<p>206.</p>	<p>Tourist Map of Weston</p> <p>The report of the Town Clerk had been previously circulated with the agenda.</p> <p>The Town Clerk advised that the pocket guide was no longer being produced by North Somerset Council for 2017. The pocket guide was expensive to produce and had over 40 pages including a map. A map was the most frequently requested item at the VIC and would be more cost effective to produce than a lengthy pocket guide. The Town Clerk advised that there were two options to produce a map. The first option was to commission and purchase a map and then sell the maps to cover the cost. Two proposals had been made under this option from two companies, which the Town Clerk reported. Option two would be to use another company that had offered to produce 10,000 copies of a tourist map free of charge and sell advertising to cover the cost.</p> <p>Archant, publishers of the Mercury, had recently approached the Town Council and offered to print 20,000 copies of a map of similar specification funded through advertising. They</p>

	<p>were confident they could sell advertising for the brochure and map by Easter.</p> <p>Debate ensued. Members' preference was to commission a map funded by advertising as this was the lower risk option for the Town Council. The choice between charging for the map or having a donation bucket for the Town Council would be considered at a later meeting.</p> <p>A vote was taken and carried. Accordingly it was:</p> <p>RESOLVED: That an agreement be made with Archant for the production of 20,000 copies of a Tourist map of Weston.</p>
206A.	<p>It was resolved under the Public Bodies (Admissions of Meeting) Act 1960 to exclude the public and press for the following items by reasons of the confidential nature of the business.</p> <p><i>The Love Weston Sales Co-ordinator and Sarah Robinson (Weston Mercury) left the meeting at 7.50 pm.</i></p>
207.	<p>Love Weston Service Level Agreement</p> <p>The report of the Town Clerk had been previously circulated with the agenda.</p> <p>The Town Clerk advised members that the current Love Weston SLA expires in March. A review of the Love Weston Consultant's hours had been undertaken with a view to reducing them as set out in the Town Clerk's report. The Town Council had been approached by another company interested in taking on the contract. Unless an exception in Standing Orders could be identified the Town Council should either go out to tender for the contract or look at moving the role in-house.</p> <p>The Chairman advised members that with the VIC manager in post it had been hoped there would be collaboration over the Love Weston website, but this had unfortunately not been made possible. If the role were taken in-house the VIC Manager could be trained to take on the Visit England part of the role and then manage someone employed to manage the website. The Chairman and the Town Clerk had met with the Love Weston Consultant who had informed them should the contract go out to tender she would resign.</p> <p>Debate ensued. The plan had originally been to employ the Love Weston Consultant as a member of staff but she had preferred to operate as an independent contractor under a Service Level Agreement. The possibility of New Mind, the website agency working with Love Weston, managing the website in the short-term if needed was discussed. The Chairman advised members that separate licences were needed for the VIC and the Love Weston Consultant. Bringing the role in-house would remove the need for one of these, making a saving of £1,000, but there would be other costs associated with a new employee.</p> <p>The Assistant Town Clerk advised members that there would need to be a stipulation that the Search Engine Optimisation campaign which Love Weston was working on should be completed by the end of 2016.</p> <p>A vote was taken and carried. Accordingly it was:</p> <p>RESOLVED: That the Town Council move the role of the Love Weston Consultant in-house as a directly employed post.</p> <p>Members were advised that the other company that had approached the Town Council would be informed the role would be moved in-house. The Chairman advised members</p>

	<p>that the £15,000 saving from the Love Weston SLA would be used to employ another person, giving the Town Council more control over the Love Weston brand.</p> <p>The Chairman advised members that income for tourism had the potential to be doubled in the budget for next year.</p>
<p>208.</p>	<p>Skate Park Tenders</p> <p>The Town Clerk advised members that Steve Matthews, the Town Council’s surveyor, had reported on the 6 tenders received by the Town Council and these had been assessed by a panel of councillors, officers and users.</p> <p>The Deputy Chairman advised members that the panel had felt Canvas Skateparks had read and listened to the brief and had best catered for the needs of the project out of all the responses.</p> <p>The Responsible Financial Officer presented members with designs provided by Canvas. Canvas had rated highest overall following the interviews although they were not the highest on the technical points score.</p> <p>A member informed that following the interview process, Canvas had been the clear winners.</p> <p>RESOLVED: That Canvas Skateparks be selected to carry out the Skate Park Project.</p> <p>The Chairman advised that negotiations were still on going with North Somerset Council regarding the proposed new site. If agreement was in place by the beginning of January then the requirement of being on site by the 5th February could still be met, as long as the terms of the lease had been changed and Sports England agreed.</p> <p>The Town Clerk advised members that North Somerset Council had been told about the redevelopment of the skate park two years ago. In 2015 a new 20 year lease had been granted for the current site and it was only recently that the Town Council had been informed that North Somerset Council would like to move the skate park, due to further development planned in the vicinity. The new location was a good one, but it was late to look at moving the skate park. The Town Clerk had told North Somerset Council that for the move to go ahead full planning permission was needed with no additional infrastructure costs and a new lease provided which needed to be agreed by Sports England. If these terms were not met the skate park would stay at the current site.</p> <p>The Responsible Financial Officer advised members that a contract could not be given to Canvas at the present time in case the site was moved but that officers were working hard to get everything in place for a start on site in early February.</p>
	<p>There being no further business, the Chairman closed the meeting at 8.25 pm.</p> <p>Signed: Dated:</p> <p>Councillor Peter Crew Chairman of the Tourism & Leisure Committee</p>