

WESTON-SUPER- MARE TOWN COUNCIL
MINUTES OF THE TOURISM AND LEISURE COMMITTEE
HELD AT GROVE HOUSE ON
MONDAY 12th JUNE 2017

Meeting Commenced: 7.00 pm

Meeting Concluded: 7.55 pm

PRESENT: Councillors Peter Crew (Chairman), James Davis, Peter Fox (S), Alan Peak, Ian Porter, Len Purnell, Roz Willis and Clive Webb.

ALSO IN ATTENDANCE: Tania Middlemiss (Assistant Town Clerk), Caroline Darlington (Tourism Manager), Ellie Allen-Somers (Tourism Marketing Officer) Rob Thurston (Grounds Manager), Zoe Scott (Community and Grounds Administrator), and Tricia Brabham (Communications Officer), Sarah Robinson (Weston & Worle Mercury).

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| 39. | Minutes Silence for Councillor Derek Mead Before the start of the meeting Councillors and Officers held a minutes silence in memory of Derek Mead, Town Councillor and member of the Tourism and Leisure Committee. |
| 40. | Election of Chairman The Assistant Town Clerk invited nominations for the position of Chairman. PROPOSED BY: Councillor Clive Webb SECONDED BY: Councillor James Davies RESOLVED: That Councillor Peter Crew be elected Chairman of the Tourism & Leisure Committee for the year 2017/2018. Councillor Peter Crew then took his place as Chairman of the meeting. |
| 41. | Apologies for Absence and Notification of Substitutions Apologies for absence were received from Councillors Richard Nightingale and James Clayton Councillor Richard Nightingale was substituted by Councillor Peter Fox. Councillors Martin Williams and John Crockford-Hawley were not in attendance. |
| 42. | Election of Vice Chairman The Chairman invited nominations for the position of Vice Chairman. PROPOSED BY: Councillor Roz Willis SECONDED BY: Councillor Peter Crew RESOLVED: That Councillor James Davies be elected Vice Chairman of the Tourism & Leisure Committee for the year 2017/2018. |
| 43. | To receive Declarations of Interest |

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| | There were no declarations of interest received. |
| 44. | <p>To approve the accuracy of the minutes of the Tourism and Leisure Committee meeting held on the 3rd April 2017.</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> |
| 45. | <p>Love Weston The report of the Tourism Manager had been previously circulated with the agenda.</p> <p>45.1 Visitor Information Centre</p> <p>Love Weston Membership</p> <p>The Tourism Manager informed members that Love Weston membership had increased to 69 this included the addition of Martyndale Suites in Royal Crescent and the return of Webbington Farm and the SeaQuarium. Weston Business Improvement District (BID) and the Town Centre Partnership (TCP) had taken six Platinum Plus memberships. Orchard Meadows was live and Grove Village were due to be added next.</p> <p>First Bus had signed up to an advertising deal at the Visitor Information Centre who distributed bus timetables which displayed the Love Weston logo.</p> <p>The Tourism Officer reported that they were getting businesses contacting them wanting to join Love Weston.</p> <p>The Chairman advised that since the Tourism Manager had taken over in March the membership had grown by 34%.</p> <p>Staffing</p> <p>The Tourism Manager introduced the Tourism Marketing Officer who had been appointed in March and was an excellent contribution to the Tourism Team in promoting the Love Weston Facebook page and had increased the number of likes to 680 in 3 months. The competition to win a flight on a Helicopter had also boosted the number of 'likes'.</p> <p>A successful team meeting had been held at the Visitor Information Centre with staff bedding in well.</p> <p>Training</p> <p>The Tourism Manager advised that she had undergone basic Child Protection training, IOSH H & S training and that new staff would be receiving Equality and Diversity in July.</p> <p>Opening of VIC</p> <p>The VIC opened for the Easter weekend and received 2,000 visitors over 4 days and 6,500 since 1st May 2017 this included those attending the launch of Pride on the VIC opening day.</p> <p>The Cheese and Wine Event for Love Weston members had been a successful, with one new member sign up and potentially another.</p> |

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| | <p>The Tourism Manager advised that VIC staff were targeted to gain daily questionnaire feedback which contributed to our website FAQ's and other demographic analysis.</p> <p>North Somerset Council had requested if the VIC could stay open till 5pm in high season so lost children and first aid could remain open. The Committee noted there was contingency in the budget to cover the additional costs of staying open.</p> <p>Town Map The Chairman advised that the he had informed the Editor of the Mercury that he was pleased with the Town Map they had produced for the Town Council.</p> <p>RESOLVED: That the report of the Tourism Manager be received and noted.</p> <p>45.2 Website</p> <p>The report of the Tourism Marketing Officer had been previously circulated with the agenda.</p> <p>The Committee noted that the Love Weston website had seen an increase in visitors in both April and May, due to the Easter Weekend and people looking for accommodation for the Air Festival.</p> <p>The Tourism Marketing Officer gave an overview of website improvements including a 'contact us' facility, new content, modifications to thin content, reduction to duplications and non-content on the advice of the SEO advisor.</p> <p>The new summer destination marketing campaign planned included ten digital forecourt screens across the M4/5 corridor, six bus stops and one Sainsburys panel in Bridgewater. There would also be a double page advert in the "Raring 2 Go" magazine, distributed to school children in the Redditch and Bromsgrove area. Newly designed Birmingham Airport advertising was being rolled out in July and another M4/5 service station campaign over the busy Xmas/New year period.</p> <p>A member felt that following the high level of investment and development work undertaken in the Town at Dolphin and Town Squares, there was no information about this on LW website e.g. new cinema complex, Winter Gardens and Museum developments etc, which would be of interest to visitors.</p> <p>Officers advised that we were dependant on information being fed into us by NSC and Weston College and if the information was good for SEO then we would be happy to incorporate it going forward.</p> <p>The Chairman felt that excellent strides had been made in the last three months with website improvments, membership increases and new destination advertising campaigns which were all good for business continuity and renewals.</p> <p>RESOLVED: That the report of the Tourism Marketing Officer be received and noted.</p> |
| 46. | <p>Parks and Play Areas</p> <p>7.1 Skate Park</p> <p>The Community and Grounds Officer advised that the Skate Park redevelopment was finished and now open with an official opening by the Mayor very soon. All age ranges had</p> |

been using the facility from the very young to the more experienced. A survey monkey initiative with QR code recognition was being undertaken to collate feedback. The majority of feedback so far had been positive but there had been some comments about the surface as there had not been the budget for the resurfacing.

A member thanked the Community and Grounds Administrator for her hardwork in getting the users together and moving the project forward.

7.2 Water Park

The Grounds Manager reported that there had been some vandalism on the changing room doors. The relationship with North Somerset Council had worked well, and even with the variable weather that had been experienced visitor numbers were good.

The Chairman requested information on the café concession be reported at future meetings.

7.3 Play area refurbishment

The report of the Grounds Manager had been previously circulated with the agenda.

The Ground Manager advised that all project for 2016/17 had been completed and the next phase of work was being planned. The work at Grove Park last year had resolved immediate concerns so the full refurbishment planned for next year could be deferred. This would then free up funding to use as match funding for the Lynch Farm development. Multiple applications were being submitted for funding for Lynch Farm. The Grounds Manager informed members that funding was usually awarded over two years.

The Grounds Manager advised that if Grove Park was deferred it would free up Lynch Farm funding of £18,515.

The Grounds Manager asked members to consider how match funding features in budgeting and planning process.

North Somerset Council had been contacted regarding contributions via Section 106 funding but a response had not been received.

The Chairman advised that it was important Section 106 funding was received for Canberra Play Area as it covers costs for 15 year.

A member advised that there may be money available through the Bristol Airport Community Fund.

RESOLVED:

1. That the timescale for external funding applications is recognised and the programme adjusted to acknowledge this by undertaking refurbishments projects over a 2 year period rather than 1.
2. That Grove Park works be deferred until 2019/20 and £18,515 be used for match funding for the Lynch Farm Play Area project.

There being no further business, the Chairman closed the meeting at 7.55pm.

Signed: Dated:

Councillor Peter Crew

Chairman of the Tourism & Leisure Committee