

**WESTON-SUPER- MARE TOWN COUNCIL  
MINUTES OF THE TOURISM AND LEISURE COMMITTEE  
HELD AT GROVE HOUSE ON  
MONDAY 11<sup>th</sup> DECEMBER 2017**

**Meeting Commenced:** 7.00 pm

**Meeting Concluded:** 7.55 pm

**PRESENT:** Councillors Peter Crew (Chairman), Ray Armstrong, James Davies, Alan Peak, Ian Porter, Robert Cleland(S) and Clive Webb.

**ALSO IN ATTENDANCE:** Tania Middlemiss (Assistant Town Clerk), Caroline Darlington (Tourism Manager), Ellie Allen-Somers (Tourism Marketing Officer), Tricia Brabham (Communications Officer).

<b>272</b>	<p><b>Apologies for Absence and Notification of Substitutions</b></p> <p>Apologies of absence were received from Councillors Len Purnell, James Clayton, Roz Willis and Richard Nightingale.</p> <p>Councillor Robert Cleland substituted for Councillor Nightingale.</p>
<b>273</b>	<p><b>To receive Declarations of Interest</b></p> <p>There were no declarations of interest received.</p>
<b>274</b>	<p><b>To approve the accuracy of the minutes of the Tourism and Leisure Committee meeting held on the 9<sup>th</sup> October 2017.</b></p> <p>The minutes of the last meeting had been previously circulated with the agenda.</p> <p><b>PROPOSED BY:</b> Councillor James Davies <b>SECONDED BY:</b> Councillor Armstrong</p> <p><b>RESOLVED:</b> That the minutes be approved and signed by the Chairman as a true record of the meeting.</p>
<b>275</b>	<p><b>Love Weston</b></p> <p>The report of the Tourism Manager had been previously circulated with the agenda.</p> <p><b>Love Weston Membership</b></p> <p>The Tourism Manager informed members that Nando's had been signed up to Love Weston making 71 members.</p> <p>The Tourism Manager advised that instead of Members they were referring to Partners as this was inclusive and the partners felt part of Love Weston.</p> <p>The Tourism Manager and Tourism Marketing Officer had been active in keeping in touch with current members. The Chair advised that he had had positive feedback from members about the more frequent communication with the Love Weston Team.</p> <p>The Tourism Manager advised she and the Assistant Town Clerk had attended an event last year run by Cosmic, looking to how to use social media in business. They have arranged for Cosmic to do a two hour session for Love Weston Members in January.</p>

The Tourism Manager had advised members that Visit England were running a series of workshops around the UK, assisting small businesses on how to do business and market themselves.

A number of Love Weston members had received awards at the Bristol, Bath & Somerset Tourism Awards, and Love Weston had been nominated in the Chamber of Commerce Awards. The shortlist was due to be announced soon.

### **Staffing Plans**

The Tourism Manager advised that they had had a good season at the VIC and were able to open for the two weeks of half-term. Love Weston members were pleased to see the VIC extend its open season. At the end of season a debrief and planning meeting had been held with seasonal staff and they had made some good suggestions going forward.

The Chair advised that the term and conditions for the VIC at the Tropicana for next year would be the same as this year.

### **Shop Sales**

The Tourism Manager advised that they expect to meet the financial target by 31<sup>st</sup> March 2018. Until recently they had been selling water in single use plastic, following the resolution on single use plastics at Town Council, they felt they couldn't continue to do this. Love Weston had previously sponsored water bottles, and suggested they purchase Love Weston branded water bottles and have a water cooler installed at the VIC for people to fill the bottles up.

A member advised it was expensive to do this and they should look to have a tap plumbed in. Debate ensued as to how best to provide water. The Tourism Manager advised she would investigate the different options.

A member raised the issue that Love Weston branded water bottles would be left on the beach. The Tourism Manger noted that at the Burnham VIC they have litter pickers on the beach and a sign asking if people had ten minutes to pick up litter.

### **Visitor Numbers and Footfall**

The Tourism Manager advised there had been an increase this year over last. The Town Centre partnership had reported visitors were 2% down on last year, but other organisations such as Visit Britain 3% up year on year, with an increase in visitors from the EU And America. The UK TIC association meeting in March would be discussing this further.

A member asked what Love Weston do with Visit Somerset. The Tourism Manager advised that she had tried to work with them, but they wanted Love Weston to shut down and for the members to join Visit Somerset.

The Tourism Manager advised that The Lauriston Hotel, Lasseter's Restaurant and Pavilion and Bleadon Hill Golf Club have all recently joined Love Weston.

A member questioned the fees, and why Bronze level was going up 33%. The Chair advised that they had been previously reduced, as the previous Love Weston consultant felt she couldn't sell them but the Tourism Manager was able to, so they were going back to their previous prices, with Platinum level now offering more. This would give the Tourism Manager the flexibility to offer discount if needed.

A member noted the suggestion that pro-rata membership agreement was the right thing to do.

	<p><b>RESOLVED:</b></p> <ol style="list-style-type: none"> <li>1. That the change to the Love Weston Fees and Charges be recommended to Policy and Finance Committee.</li> <li>2. That the report of the Tourism Manager be received and noted.</li> </ol>
276	<p><b>Destination Marketing</b></p> <p>The report of the Tourism Marketing Officer had been previously circulated with the agenda.</p> <p>The Tourism Marketing Officer advised that Love Weston had 5456 social media followers:</p> <p>Twitter 4112 followers, and 42,200 impressions in the last 60 days Facebook 1,344 likes, and 228 new likes</p> <p>The Christmas Lights Facebook event had reached a total of 25,000 users and 2578 had viewed the event on the Love Weston website, adding 137 users to the Love Weston itinerary.</p> <p><b>Destination Marketing Campaigns</b></p> <p>The Tourism Marketing Officer advised that the Explore Magazine and Map are currently in preparation for the 2018 season, and requests being taken for next years guide.</p> <p><b>Website Statistics</b></p> <p>The Tourism Marketing Officer gave an overview of the work that had been taken to the Love Weston website, including removing information for business that weren't members.</p> <p>The Tourism Marketing Officer showed members how the shopping areas of Orchard Meadows, Grove Village and the High Street had been displayed on the website.</p> <p>The Tourism Marketing Office showed members how a new website could look, showing Visit Bristol and Visit Brighton as an example.</p> <p>A member advised that he had looked at the Love Weston website, and had thought it was good. He suggested that one or two committee members could be asked every so often to look at the website and see how they find it. He noted that the inclusion of Donniford Beach had confused him at first, but then when he got further into the site it became clearer why it was there.</p> <p>The Tourism Marketing Officer informed members that they had met New Minds in October, who had advised that the website build could be done in February and March ready to go live in Easter.</p> <p>The Tourism Marketing Officer advised that the website had had 10 million hits from January 2016-2017 with the Air Festival/Armed Forces Day and Carnival the pages with most hits.</p> <p>The Tourism Manager talked through the top ten pages on Google Rankings and demographics. Debate ensued, members discussed how this information could be used, and what additional content could be added.</p> <p><b>RESOLVED:</b> That the report of the Tourism Marketing Officer be received and noted.</p>
277	<p><b>Waterpark</b></p> <p>The report of the Grounds Manager had been previously circulated with the agenda.</p>

	<p>The Chair advised that despite a poor August, income was over the budget of £28,000 having taken £34,000.</p> <p><b>RESOLVED:</b> That the report of the Grounds Manager be received and noted.</p> <p><b>Play Areas</b> The report of the Grounds Manager had been previously circulated with the agenda.</p> <p>The Chair advised that they were waiting to hear about West Wick play area. NSC were currently adopting it but would it on to the Town Council along with the money received for its upkeep.</p> <p>The Chair advised that the biggest spend next year would be the replacement work at Canberra Road.</p> <p>The Chair advised that at a meeting he had attended previously a comment regarding the skatepark only being suitable for bikes had been made by someone from the police.</p> <p><b>RESOLVED:</b> That the report of the Grounds Manager be received and noted.</p>
278	<p><b>Love Weston/NSC Service Level Agreement</b> The report of the Town Clerk had been tabled.</p> <p>The Chair advised that discussions regarding the Service Level Agreement were ongoing. The suggested costs from NSC were about £3,000 more than last year, but the reason why was as yet not clear.</p> <p><b>RESOLVED:</b> That the SLA with North Somerset Council be renewed.</p> <p>The Chair advised that as the waterpark was popular he felt the entrance fee should go from £2 to £2.50 as this could bring in potentially an extra £9,000.</p>
	<p>There being no further business, the Chairman closed the meeting at 7.55pm.</p> <p>Signed: ..... Dated: .....</p> <p>Councillor Peter Crew <b>Chairman of the Tourism &amp; Leisure Committee</b></p>