

**WESTON-SUPER- MARE TOWN COUNCIL  
MINUTES OF THE TOURISM AND LEISURE COMMITTEE  
HELD AT GROVE HOUSE ON  
MONDAY 14<sup>th</sup> AUGUST 2017**

**Meeting Commenced:** 7.00 pm

**Meeting Concluded:** 7.50 pm

**PRESENT:** Councillors Peter Crew (Chairman), James Clayton, John Crockford-Hawley, James Davis, Richard Nightingale, Alan Peak, Ian Porter, Len Purnell, Martin Williams, Roz Willis 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), Sarah Robinson (Weston & Worle Mercury), Sarah Milner Simonds, and Beverley Milner Simonds (EAT Weston).

Sarah and Beverley Milner Simonds addressed the committee in support of their grant application for EAT Weston which will be discussed under item 5 on the agenda.

125	<p><b>Apologies for Absence and Notification of Substitutions</b></p> <p>There were no apologies of absence received.</p>
126	<p><b>To receive Declarations of Interest</b></p> <p>There were no declarations of interest received.</p>
127	<p><b>To approve the accuracy of the minutes of the Tourism and Leisure Committee meeting held on the 12th June 2017.</b></p> <p>The minutes of the last meeting had been previously circulated with the agenda.</p> <p><b>PROPOSED BY:</b> Councillor Clive Webb <b>SECONDED BY:</b> Councillor Richard Nightingale</p> <p><b>RESOLVED:</b> That the minutes be approved and signed by the Chairman as a true record of the meeting.</p>
128	<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 during the summer season the focus had been on visiting current members, touring the premises and taking photos and then feeding information back to the VIC team.</p> <p>The Tourism Manager informed members that the owners of the Flora Glenn bed and breakfast had taken the decision to turn the building into a Home of Multiple Occupancy so would not be renewing Love Weston membership. Two holiday parks at Wookey Hole, Bucklegrove Holiday Park and Mendip View Lodges had been signed.</p> <p>The Tourism Manager advised that the Royal Hotel had put in plans for an extension,</p>

doubling the size of the hotel and putting in an underground car park and raising the lawn. In addition the plans for the Holiday Inn Express by the Super-Mare pub had been approved.

### **Staffing**

The Tourism Manager informed members the relationship at the VIC was working well, as was the relationship with the Seafront Team. A monthly meeting had been set up with Seafront Managers Dick Berry and Abbie Lawrence.

### **Training**

The Tourism Manager advised that staff were now all up-to-date with training.

### **Frequently Asked Questions**

The Tourism Manager informed members that the inclusion of special dietary requirements in the restaurant information was being looked at.

The VIC staff aimed to fill in three to five questionnaires a day. Lots of positive comments had been received about the changes in Weston.

In response to a question from a member the Tourism Manager advised that the only negative comments received had been about paying for toilets and car parking charges on the seafront.

In response to a question from a member the Tourism Manager advised that the toilets in the Tropicana building were only open during high season, so they directed visitors to the Victorian Café.

The Tourism Manager advised that the shop sales were doing well, and the cuddly donkeys were proving popular.

The Tourism Manager advised that there was some concern that Weston residents were not aware of the location of the VIC, so an advertisement had been placed in the Resident magazine in August and would also be in the September issue. This had cost £75 for August and £50 for September.

The Tourism Manager advised that 60 children and 65 adults who had been residents in Grenfall Tower had been brought from London to Weston by a charity for a day trip. The Grand Pier, the Weston Wheel, Funland and North Somerset Seafront Team had given them free access to the attractions.

### **Signage**

The Tourism Manager reported that the whilst the sign on the front of the building clearly stated Visitor Information Centre, signage directing people to where the VIC was needed improvement. The finger posts did not point in the right direction, in addition an 'i' for information at the end of the building would make the location easier to find.

The Chairman advised that North Somerset Council did not have the key to be able to change the fingerposts and were in the process of getting new keys cut.

A member enquired why the VIC could not be a Tourist Information centre. The Assistant Town Clerk informed members that to be a TIC the VIC needed Visit Somerset Destination Marketing Organisation status. Debate ensued during which members agreed that the reasons why they could not use 'TIC' needed to be explored in more detail.

	<p><b>RESOLVED:</b> That the report of the Tourism Manager be received and noted.</p>
129	<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 highlighted the increase in visitor numbers in June and July in comparison to last year and that the Air Festival and Armed Forces weekend webpage had been the most popular page during this period.</p> <p>The Tourism Marketing Officer highlighted that Coventry had shown in the top 10 demographics for the first time.</p> <p>Social media traffic continued to increase with Facebook likes at 959 and Twitter 3935.</p> <p>The Tourism Marketing Officer informed members that a commercial had run throughout the Bristol Balloon Fiesta event on Heart FM. Advertising had been booked at Cardiff, Sedgemoor, Heston, Chieveley and Reading for Christmas and New Year.</p> <p>Debate ensued. Members discussed advertising on Social Media, and they types of events listed on the website. The Tourism Manager confirmed that The Tourism and Marketing Officer was proactive in contacting events organisers to get the information to put on the website, and they were also selling tickets for the Cologne Philharmonic Orchestra.</p> <p><b>RESOLVED:</b> That the report of the Tourism Marketing Officer be received and noted.</p>
130	<p><b>Grants</b></p> <p>The grant application for EAT Weston had been previously circulated with the agenda.</p> <p>The Chairman informed members that the committee had previously awarded the Food Festival a grant, but now that the festival had been cancelled the grant had been returned. EAT Weston would be holding a festival in September in its place and had submitted a grant application.</p> <p><b>PROPOSED BY:</b> Councillor John-Crockford-Hawley  <b>SECONDED BY:</b> Councillor Ian Porter</p> <p><b>RESOLVED:</b> That EAT Weston grant application be approved.</p>
131	<p><b>Waterpark</b></p> <p>The report of the Grounds Manager had been previously circulated with the agenda.</p> <p>The Chairman requested that the future reports show the comparative data for the previous year's takings and against budget.</p> <p>The Assistant Town Clerk advised that in June 2016 the Waterpark had taken £9595 compared to £6572 this year. The Waterpark splashpad had been turned off in April and May 2016 so there had been no takings.</p> <p>The Chairman advised that the vandalism had not been a serious but there had always been</p>

	<p>a issue with people getting in over the wall.</p>
<p><b>132</b></p>	<p><b>Parks and Play Areas</b>  The report of the Grounds Manager had been previously circulated with the agenda.</p> <p>In the absence of the Grounds Manager the Chairman advised that Hutton Moor Skate Park was now open.</p> <p>A member raised concerns about people skateboarding in the Italian Gardens. Debate ensued during which a member advised that he had been told the skate park was not suitable for the type of skateboarding that they liked to do. Weston Skatepark Association had been consulted throughout the design phase to ensure it was suitable for a range of multi-wheel sports including skateboards. At the open day there had been BMX bikes, scooters and skateboards all using the facility.</p>
	<p>There being no further business, the Chairman closed the meeting at 7.50pm.</p> <p>Signed: ..... Dated: .....</p> <p>Councillor Peter Crew  <b>Chairman of the Tourism &amp; Leisure Committee</b></p>