

WESTON-SUPER- MARE TOWN COUNCIL
MINUTES OF THE TOURISM AND LEISURE COMMITTEE
HELD AT GROVE HOUSE ON
MONDAY 4th JUNE 2018

Meeting Commenced: 7.00 pm

Meeting Concluded: 8.10pm

PRESENT: Councillors Ray Armstrong, James Clayton, Peter Crew, John Crockford-Hawley, Jos Holder, Michal Kus (S), Richard Nightingale, Alan Peak, Len Purnell, Clive Webb.

ALSO IN ATTENDANCE: Malcolm Nicholson (Town Clerk), Tania Middlemiss (Assistant Town Clerk), Caroline Darlington (Tourism Manager), Ellie Allen-Somers (Tourism Marketing Officer), Rob Thurston (Grounds Manager), Tricia Brabham (Communications and Committee Officer), Councillor Peter Fox

8	<p>Election of Chairman</p> <p>The Town Clerk invited nominations for the position of Chairman.</p> <p>PROPOSED BY: Councillor Clive Webb SECONDED BY: Councillor James Davies</p> <p>RESOLVED: That Councillor Peter Crew be elected Chairman of the Tourism & Leisure Committee for the year 2018/2019.</p> <p>Councillor Peter Crew then took his place as Chairman of the meeting.</p>
9	<p>Apologies for Absence and Notification of Substitutions</p> <p>Apologies of absence were received from Councillors, Ian Porter and James Davis</p> <p>Councillor Kus substituted for Councillor Davis.</p>
10	<p>Election of Vice Chairman</p> <p>The Chairman invited nominations for the position of Vice Chairman.</p> <p>PROPOSED BY: Councillor Clive Webb SECONDED BY: Councillor Peter Crew</p> <p>RESOLVED: That Councillor James Davies be elected Vice Chairman of the Tourism & Leisure Committee for the year 2018/2019.</p>
11	<p>To receive Declarations of Interest</p> <p>There were no declarations of interest received.</p>
12	<p>To approve the accuracy of the minutes of the Tourism and Leisure Committee meeting held on the 4th April 2018.</p> <p>The minutes of the last meeting had been previously circulated with the agenda.</p> <p>PROPOSED: Councillor Ray Armstrong</p>

	<p>SECONDED: Councillor Clive Webb</p> <p>RESOLVED: That the minutes be approved and signed by the Chairman as a true record of the meeting.</p>
13	<p>Parks and Play Areas</p> <p>The report of the Grounds Manager had been previously circulated with the agenda.</p> <p>Planned Maintenance and Refurbishment Programme 2018/19/20 The Chairman referred to discussions at the previous meeting and Policy & Finance Cttee in April regarding the skate park surface replacement. Discussion ensued as to whether the surface was deemed dangerous and whether the suggested work was cosmetic. The Chairman voiced that the work should have been done when the redevelopment commenced, however there had been issues surrounding the site location, timeframes and loss of a grant.</p> <p>The Grounds Manager referred to his report and the surfacing options available advising that option 2 was more expensive as it was more technical and complicated to put concrete down as opposed to tarmac, how but it had the benefit of longevity that was close to 30 years.</p> <p>Discussion ensued on damage caused to the tarmac caused by the original ramps that had now been removed. Members requested more information on surfacing options before a decision could be made.</p> <p>RESOLVED:</p> <ol style="list-style-type: none"> 1) That the Grounds Manager report back on life expectancy of tarmac v concrete. 2) To include costings for appropriate re-surfacing of the skate park in the autumn budget submission for 2018/19. 3) To note progress in delivering the 2018/19 refurbishment/improvement program. <p>Planned Maintenance and Refurbishment Program 2019/2020 The Chairman referred to the five year plan as detailed in the appendix to the report.</p> <p>The Grounds Manager advised that the Wyvern Close replacement multi-play unit procurement was proceeding plus other trip hazard issues on various sites.</p> <p>Debate ensued on plans by North Somerset as part of a grant application for Grove Park and whether this would include money for the upgrade of the play area.</p> <p>A member referred to discussions at Expenditure & Governance Working Party and further advised that signage at Ashcombe Park play area was out of date regarding email, website and telephone contact details for the Town Council.</p> <p>The Grounds Manager referred to his recommendations on page 5 of the report.</p> <p>RESOLVED:</p> <ol style="list-style-type: none"> 1) That the report of the Grounds Manager be received and noted. 2) Decisions relating to Grove Park and Clarence Park plays area refurbishment timetables were deferred to the August/October meetings of the Tourism and Leisure Committee when more details emerged on North Somerset Council's plans for Grove Park. 3) To note operational and management inspection mechanisms were in place. 4) The Grounds Manager would look into the matter of published contact details on Town Council signage at our parks and play areas.

	<p>Canberra Road The Chairman referred to the Grounds Mangers report and procurement timetable and advised that a selection panel of the Chair and Vice-Chair and one other was required for Canberra Road procurement w/c 9th July 2018.</p> <p>RESOLVED: That the Chair, Vice-Chair and a ward member for Uphill would sit on the Canberra Road play area selection panel.</p> <p>Millennium Green The Grounds Manager advised that there had been an incident involving a child at the Millenium Green play area. The issue had originally been raised with the Grounds Manager by the Weston Mercury it later transpired that the mother of the child had reported the issue to North Somerset Council, and the information had not been passed on to the Town Council. The Grounds Team had inspected the equipment twice and could not identify anything that would have caused an issue. The Town Clerk concurred that with 20 play areas slips and trips were inevitable and that all visual and operational checks were in order.</p> <p>Debate ensued. Members discussed frequency of play area checks, and how information is recorded.</p> <p>RESOLVED: To note the accident and response.</p>
14	<p>Waterpark</p> <p>The report of the Grounds Manager had been previously circulated with the agenda.</p> <p>The Grounds Manager advised that charging had commenced as of the May Bank Holiday following pre-season freezing weather conditions including snow, this and a winter period of non-use had contributed to a breakdown of machinery causing delayed splash pad operation. Going forward the pumps would be taken out at the end of summer and maintained and serviced over the winter period by the supplier.</p> <p>The Grounds Manager had advised that there had been a deterioration of timber of the fixed play area equipment particularly in the sand pit area. They had to take it out and were looking to rebuild the new system with recycled plastic timbers so it would not rot and would help water logging.</p> <p>Security The Grounds Manager advised that the Town Clerk, Senior Groundsman and Grounds Administrator had met with police to consider reports of increases in anti-social behaviour. Planting spiky shrubs may be a deterrent, other considerations included fencing options. As a result of the meeting dialogue and co-operation had increased between organisations and there were now increased visits by police.</p> <p>The Chairman advised that he had requested North Somerset to provide a CCTV report on the site due to concerns about smashed glass and anti-social behaviour.</p> <p>Service Level Agreement Update</p> <p>The Committee noted that the working relationship with North Somerset Council continued to work effectively and included regular contact with Town Council groundstaff, monthly meetings with key seafront and tourism staff, and daily site attendance by North Somerset attendants who reported site damage and break-ins.</p>

<p>15</p>	<p><i>7.35pm The Grounds Manager left the meeting.</i></p> <p>Destination Website – Visit Weston-super-Mare The report of the Tourism Marketing Officer had been previously circulated with the agenda.</p> <p>The Tourism Marketing Officer demonstrated the new website which was due to go live on 13th June 2018 confirming that a new logo and branding changes had been incorporated which would be replicated in our advertising and PR going forward. Members noted the new gallery photos, search features, banner advertising and packages, product pages and new mapping. Staff were currently working with partners to obtain good quality photography, which was proving challenging as specific size and specification were required.</p> <p>Debate ensued on the photography selected and whether this was to do with whether people paid or not. Officers confirmed that the new website was image led and that the gallery pictures were not necessarily related to advertisers but about visually attractive photography that was synonymous with Weston-super-Mare and promoting it as a destination e.g Pier, beach and donkeys. Our partners i.e. accommodation, attractions, restaurants etc do pay and depending on the package selected are responsible for the provision of text and photography for their advert and presence on the website</p> <p>Members voiced that the imagery for the Blakehay and Museum were not marketing pictures and that these facilities needed more impressive imagery to promote them. The Chairman emphasised the need for both facilities to provide the TMO with non pixelated images which were unsuitable for the new website dimensions.</p> <p>The Assistant Town Clerk suggested that if this was not possible within the timeframe then other imagery e.g. posters of shows and museum events could be supplied as an interim solution.</p> <p>Website Statistics The Tourism and Marketing Officer advised that the website had seen a decrease in visitor numbers compared to the same period last year but that this had been due to unseasonably cold weather in Feb/March including several periods of snow across the UK which had affected all destination marketing organisations and their web traffic across the whole country.</p> <p>Social Media Updates Facebook, Twitter, Instagram and Website traffic were noted.</p> <p>RESOLVED: That the report of the Tourism Marketing Officer be received and noted.</p>
<p>16</p>	<p>Destination Marketing Campaigns The report of the Tourism Marketing Officer had been previously circulated with the agenda.</p> <p>Members noted a two week radio campaign on Sedgemoor FM had been undertaken for the spring advertising campaign. All year round advertising was booked for the seven key demographic areas in the upmarket “Welcome To” print publications for the cities of Birmingham, Bristol, Bath, Cardiff, London, Gloucester and the County of Somerset.</p> <p>Love Weston had been voted winners of Admedia’s January advertising awards and received 25% of the next campaign which will be utilised for the Xmas/New Year, quarter 3/4 campaign.</p>

	<p>The 2018 summer marketing campaign launched on May 21st and features 12 digital forecourt screens on the M4 & M5 corridor, bus-stop adshells and Sainsbury's Supermarket panels in the Bridgwater and Highbridge area and 2 mall digital screens in Cribbs Causeway and Gloucester Quays.</p> <p>Distribution of Explore In April Carrier Direct reported that it distributed copies of our 2018 Explore Magazine to just over 600 TIC's, and a further 262 brochures on request.</p> <p>RESOLVED: That the report of the Tourism Marketing Officer be noted.</p>
17	<p>Interactive TV Screen The report of the Tourism Manager had been previously circulated with the agenda.</p> <p>The Chairman advised that an interactive TV screen for the VIC had been looked into following comments about the Visitor Information Centre not being open all year round. The TV screen could not go in the VIC as the windows are double glazed so an alternative location in the Tropicana windows was being discussed with North Somerset officers by the Chairman.</p> <p>A member questioned if an interactive TV was needed when many people had smart phones and could access the website direct. The Chairman advised it was for those who could not access the information on smart phones.</p> <p>RESOLVED: That the report of the Tourism Manager be noted.</p>
18	<p>Visitor Information Centre The report of the Tourism Manager had been previously circulated with the agenda.</p> <p>The Tourism Manger advised that the VIC opened for the season on 24th March and staff were contracted till mid September. By the end of August we would be in a clearer position to assess whether the centre opening times could be extended.</p> <p>A credit card machine had been installed, and the VIC were now selling Fairford Air Tattoo tickets. Average spend per head was relatively low at £4.83 but it was hoped this would increase with the introduction of the card payment option.</p> <p>Signage and Banners Two flags have been installed at either end of the Tropicana with the 'i' symbol. There were also signs on cars in the Skywheel and on the traffic light junction of Carlton Street and Beach Road.</p> <p>Weston College Students engaged on work experience created postcard size flyers and had been proactive in distributing to businesses in and around the seafront and town centre.</p> <p>TIC Forum We are waiting to hear who the new Chair is and have been constantly in touch with each other and continue to share industry information.</p> <p>Visitor Numbers and Footfall Bad weather and the Beast from the East had affected tourism figures nationally, but visitor numbers to the VIC were actually up, possibly as a result of national and local advertising, social media activity and personal visits to businesses creating establishment as we were in our third year. A wide mix of people were visiting the VIC, including families with teenagers wanting to know what activities there were for them. Weston College students had put</p>

	<p>together a leaflet on what to do with ‘millennials’ in Weston-super-Mare.</p> <p>A member requested footfall comparisons be reported to Committee.</p> <p>RESOLVED: That the Tourism Manager would email members of the Committee footfall figures by month from 2017 and 2018 to date.</p> <p>FAQ’s – Frequently Asked Questions Statistics compiled staff of the April enquires to the VIC were noted with the top enquires being bus timetables, leaflets, souvenirs and things to do.</p>
	<p>There being no further business, the Chairman closed the meeting at 8.10pm.</p> <p>Signed: Dated:</p> <p>Councillor Peter Crew Chairman of the Tourism & Leisure Committee</p>