

**WESTON-SUPER- MARE TOWN COUNCIL
MINUTES OF THE TOURISM AND LEISURE COMMITTEE
HELD AT GROVE HOUSE ON
MONDAY 1st APRIL 2019**

Meeting Commenced: 7.00 pm

Meeting Concluded: 7.45 pm

PRESENT: Councillors Peter Crew (Chairman), Roger Bailey (S), James Clayton, James Davis, Jos Holder, Alan Peak and Clive Webb.

ALSO IN ATTENDANCE: Malcolm Nicholson (Town Clerk), Tania Middlemiss (Assistant Town Clerk), Zoe Scott (Community and Grounds Administrator) Caroline Darlington (Tourism Manager) and Emma Williams (Tourism Marketing Officer).

381	<p>Apologies for Absence and Notification of Substitutions</p> <p>Apologies for absence were received from Councillors John Crockford-Hawley, Richard Nightingale, Ian Porter, Ray Armstrong and Len Purnell.</p> <p>Councillor Nightingale was substituted by Councillor Roger Bailey.</p>
382	<p>To receive Declarations of Interest</p> <p>There were no declarations of interest received.</p>
383	<p>To approve the accuracy of the minutes of the Tourism and Leisure Committee meeting held on the 4th February 2019.</p> <p>The minutes of the last meeting had been previously circulated with the agenda.</p> <p>PROPOSED: Councillor James Davis 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>
384	<p>Destination Website and Marketing Campaigns - Visit Weston-super-Mare:</p> <p>The Chairman introduced and welcomed the Council's newly appointed Tourism Marketing Officer, Emma Williams.</p> <p>The report of the Tourism Marketing Officer had been previously circulated with the agenda. The report was presented as written, covering the below points:</p> <ul style="list-style-type: none">• Website statistics – December 2018• Top ten pages – viewed in November & December• Social Media Updates• Advertising

	<p>The key points to note were:</p> <p>Emma introduced herself as the new Tourism and Marketing Officer. Before joining Weston Town Council, Emma oversaw the digital marketing of 'Visit Doncaster' the Destination Marketing Organisation identity of Doncaster Council.</p> <p>Social Media - Facebook continued to provide the greatest impact and 'impressions', a recent post publicising the lease opportunity on Beach Lawn No.7 was seen by over 15,000 people and the Waterpark opening 21,000 enabling Visit Weston-super-Mare to capitalise on our following.</p> <p>The Visit Weston website would soon be a showcase promotional video of Weston, commissioned from a local videographer. This would further demonstrate what Weston had to offer to those visiting the website. The video would also be able to be used on the VIC television screens.</p> <p>The Easter 2019 'Partner Display' campaign (Feb-April) had launched already; this was an online advertising campaign of 250,000 impressions working with Global Media and Entertainment Group. The organisation owned Classic FM, Heart Radio, LBC, Smooth Radio and partners with a number of large media brands including the Daily Mail, eBay, Amazon and Gumtree. The advert would be displayed on websites belonging to these and other large brands.</p> <p>The summer campaign with 'Clear Channel', an outdoor advertising agency, will launch thirteen screen advertisements to be displayed in July and August across key locations within a 30-40-mile radius of the Severn Bridge and provide the greatest impact and conversions to visitors to Weston-super-Mare. Again, this was from geographical data gathered showing the locations of people online interested in Weston. These included high footfall retail areas including Sainsbury's stores and malls including Cribbs Causeway Bristol, Gloucester Quays, Taunton, Bridgwater, Cheltenham, Newport and Cardiff as well as the M6 Digital Tower (North and Southbound) at Walsall. These would be particularly impactful on stationary traffic at a notorious motorway congestion hot-spots and on pedestrian shoppers in high footfall retail areas.</p> <p>The Chairman said he was pleased how Emma had hit the ground running and was progressing things quickly.</p> <p>RESOLVED: That the report of the Tourism Marketing Officer be received and noted.</p>
385	<p>Partnership Working:</p> <p>The report of the Tourism Manager had been previously circulated with the agenda. The report was presented as written, covering the below points:</p> <ul style="list-style-type: none"> • Visit Weston Partnership Working and Initiatives • North Somerset Council • UKTIC Forum • Weston Chamber of Commerce • New Partners and Renewals <p>The key points to note were:</p>

	<p>North Somerset Council had approached Visit Weston to request an agreement for them to redirect their tourism website, discovernorthsomerset.co.uk to the Visit Weston website. This had now happened. Visit Weston were also in discussions with staff as to the potential taken over of the Seafront Facebook page too.</p> <p>Visit Weston/The VIC received a prestigious award for Outstanding Contribution to Tourism, other nominees in the category were Eat Festivals and Weston Beach Race.</p> <p>New partners included Clevedon Pier, 2 restaurants, Clevedon Golf Course and self-catering apartments near Ellenborough Park, Weston Golf Club had also renewed along with further partnership broadening to include a cider farm and a selection of sporting attractions. Discussions were underway with a large number of potential new partners and there were a number of partner contracts due to renew. Unfortunately, the SeaQuarium due to its closure has been lost as a partner.</p> <p>RESOLVED: That the report of the Tourism Manager be received and noted.</p>
<p>386</p>	<p>Tourism Co-operation:</p> <p>A proposal had been received from Visit Somerset's Membership Team via a member on 12th October 2018 for £1,000 for their Platinum Membership. Shortly thereafter the Assistant Town Clerk and the Tourism Manager had met with John Turner to discuss their proposal.</p> <p>The Town Council at this stage felt that there was no obvious benefit for Visit Weston to become a standard, Platinum member of Visit Somerset (VS). It was agreed that VS should provide a more tailored, bespoke package and consider a joint venture by VS becoming a partner with Visit Weston. This was received a month later and for an extra £500 (so £1,500 in total) included:</p> <ul style="list-style-type: none"> • Combined international development to include the role-out (sic) in 2019 – 20 of all Visit Somerset International/Domestic trade show developments • WTC to appoint a board member to sit at the board of Visit Somerset, which meet 6 x a year <p>Members noted that there were advantages of having a seat on the board due to the high calibre of tourism industry professionals and owners of major tourism facilities being board members.</p> <p>The Tourism Manager recommended that international marketing best be pointed at Europe, not the USA or China which Weston's accommodation standards could not support. Should members decide to proceed with the £1,500 membership fee and join Visit Somerset, she recommended that this should be offset against a partnership fee for Visit Somerset to be promoted on the Visit Weston website. This could be a banner on the Visit Weston website with a link to their website, for example. Until now, the offer of a mutual package has not been addressed. The cost to Visit Somerset would be £700 for the Visit Weston Platinum Plus package.</p>

	<p>Debate ensued on the merits of the proposal, cost implications, keeping an open mind and the need for the promotion of Weston-super-Mare as a coastal destination.</p> <p>The Assistant Town Clerk advised that Weston-super-Mare had its own USP in terms of demographic and appeal to visitors which was different to that of what Somerset offered, in a similar way to Torquay and Visit South Devon, therefore she preferred a non-financial mutual arrangement should the Council wish to proceed with the offer.</p> <p>PROPOSED: Cllr Roger Bailey SECONDED: Cllr Alan Peak</p> <p>RESOLVED: That Visit Weston does not become a member of Visit Somerset at this point in time but that the council re visits the idea again in the future.</p>
387	<p>Visitor Information Centre (VIC):</p> <p>The report of the Tourism Manager had been previously circulated with the agenda. The report was presented as written, covering the below points:</p> <ul style="list-style-type: none"> • Staffing • Merchandise • Housekeeping at VIC <p>The key points to note were:</p> <p>Casual staff inductions had commenced that day which included till training and rota setting with a fantastic new team recruited for the upcoming summer season.</p> <p>Merchandise expansions included a new range of 10 Weston photographic postcards exclusive to the VIC and the new Historic England publication for Weston.</p> <p>Members noted issues with glazing specifications landlord permissions relating to TV screens, therefore alternative arrangements were being looked into for the partition of the office and shop which could encompass a large screen visitor to use in real time to search for areas of interest.</p> <p>RESOLVED: That the report of be received and noted.</p>
388	<p>Waterpark Concession:</p> <p>The Town Clerk circulated details of the four expressions of interest that had been received advising that one had pulled out. All three offers which remain were serious offers and close together in price, making it hard to decide between them as quality of service and offer was also important. The new concession needed to be up and running ideally by Easter.</p> <p>Debate ensued and it was decided to interview the three remaining offers.</p> <p>PROPOSED: Cllr Peter Crew SECONDED: Cllr James Davis</p>

	<p>RESOLVED: That a selection panel comprising of the Town Clerk, Councillors Peter Crew and Clive Webb interview the three offers for the concession for the Waterpark on 2nd April 2019.</p>
<p>389</p>	<p>Waterpark Opening Season 2019:</p> <p>The report of the Community and Grounds Administrator was circulated with the agenda.</p> <p>The report was presented as written, covering the below points:</p> <ul style="list-style-type: none"> • The charging period will be between the 19th April (Good Friday) – 1st September 2019 and remain at £2.50 per child. • The SLA with North Somerset would continue in the current year. <p>During the period February - April operational management tasks included: -</p> <ul style="list-style-type: none"> • Annual re-commissioning of the splash pad – ready for opening Friday 19th April. The splash pad will be up and running in advance of this date during the first week of April to ensure there are no issues. • Recommencement of routine plant room management operations and independent lab tests of water quality • Routine and ongoing inspections of the fixed play equipment • Repairs to replace some log sections of the fixed timber equipment where the condition has deteriorated
<p>390</p>	<p>Play Areas – New Equipment:</p> <p>The report of the Community and Grounds Administrator was circulated with the agenda.</p> <p>The report was presented as written.</p> <p>Members noted that the new swing at Castle Batch Play Area had been installed and that Canberra Road had held its official opening on 21st February which had been a success.</p>
	<p>There being no further business, the Chairman closed the meeting at 7.45 pm.</p> <p>Signed: Dated:</p> <p style="text-align: center;">Councillor Peter Crew Chairman of the Tourism & Leisure Committee</p>