

**WESTON-SUPER- MARE TOWN COUNCIL  
MINUTES OF THE TOURISM AND LEISURE COMMITTEE  
HELD AT THE BLAKEHAY ON TUESDAY 4<sup>th</sup> April 2023**

**Meeting Commenced:** 2.34 pm

**Meeting Concluded:** 3.22 pm

**PRESENT:** Councillors Peter Crew (Chairman ), Jan Holloway Dorothy Agassiz , Ray Armstrong, David Dash, John Crockford-Hawley and Catherine Gibbons.

**ALSO IN ATTENDANCE :** Fay Powell (Assistant Town Clerk -Operational Services ), Jane Murch (Tourism Manager) , Dave Peters (Tourism & Digital Marketing Officer) , Sharon Miles (Grounds Manager), Deana Smart (Tourism Team Leader), Bev Trevitt (Tourism Team Leader) and Rebecca Saunders (Civic & Committee Officer).

<b>347</b>	<p><b>Apologies for Absence</b></p> <p>Apologies for absence were received from Councillors Richard Tucker and Roger Bailey, with no substitutions.</p> <p>It was suggested that the members of new administration should submit their apologies if they were unable to attend committee meetings.</p>
<b>348</b>	<p><b>Declarations of Interest</b></p> <p>There were no declarations of interest received.</p>
<b>349</b>	<p><b>To approve the accuracy of the minutes of The Tourism and Leisure Committee meeting held on 16<sup>th</sup> February 2023.</b></p> <p>The minutes of the meeting had been previously circulated with the agenda.</p> <p><b>PROPOSED BY:</b> Councillor David Dash <b>SECONDED BY:</b> Councillor Jan Holloway</p> <p><b>RESOLVED:</b> That the minutes be approved as a true record of the meeting and signed by the Chairman.</p>
<b>350</b>	<p><b>Finance Reports</b></p> <p>The report of The Deputy Town Clerk had been circulated to prior to the meeting.</p> <p><b>RESOLVED:</b> That the finance report be noted.</p>
<b>351</b>	<p><b>Tourism Updates</b></p> <p><u>5.1 Staffing Updates</u></p> <p>The Chairman introduced Jane Murch -Tourism Manager (TM), Deana Smart (Tourism Team Leader), Bev Trevitt (Tourism Team Leader). The Assistant Town Clerk - Operational Services (ATC-OS) introduced Sharon Miles (Grounds Manager).</p> <p>The TM reported that only two Tourism Team Leaders had been appointed as all the</p>

other candidates did not have the correct skill set for the role and so options of up skilling some of the casual staff to fill the roles later in the season, was being explored.

The Chairman noted it was nice to see staff returning.

The TM reported that the Tourism video was now on the website and options to promote the video were being researched.

**RESOLVED:** That the verbal report be noted.

### 5.2 Partners Update

The TM reported she had spent some time looking at the pre and post pandemic figures and felt that there was a need to look at partner offerings and adding value to encourage more uptake.

The TM would like to review all packages and bring some new ideas back to the next meeting.

It was noted that there was a need to review all aspects of tourism and the content produced needed to be more professional. It was hoped the new administration would bring some fresh ideas.

The TM felt that Weston had a lot to offer tourists and that Visit Weston's content needed to mirror NSC's more.

A discussion ensued regarding the pros and cons of social media platforms.

**RESOLVED:** That the Tourism Manager presents new Partner packages at the next committee meeting.

### 5.3 Water Park Opening

The TM reported that the VIC Satellite would be opening from 10<sup>th</sup> April, on reduced hours due to the Splash pad still not being in operation.

**RESOLVED:** That the verbal report be noted.

### 5.4 Silca Update

The ATC-OS reported that the hand over would be completed in May. The site would be jet washed and cleaned and have LED screens in place, yet to be confirmed by NSC.

The Chairman noted his disappointment that the handover had not taken place before Easter.

**RESOLVED:** That the verbal report be noted.

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## **Parks and Play Areas**

### 6.1 General Update

The ATC-OS reported that Sharon Miles Grounds Manager was in her second week in the role and had got straight into work and was settling in very well.

*2.59pm Councillor David Dash left the meeting*

Sustainable plants were now ready to be planted in all beds and roundabouts in the town which would deliver year-round color and reduce the need for watering as they were drought resistant. These plants would be protected by netting to avoid theft and some signage would be in place.

*3.02pm Councillor David Dash joined the meeting.*

It was hoped that some trees could be included on the roundabouts but some plans with NSC would need to be worked on for this due to height restrictions.

It was also reported that The Dartmouth Close site was now under WTC control and work was underway to plant some trees to provide some shade, as it was a very exposed park.

There had been some vandalism problems at Dartmouth Close historically, so it was hoped that some community engagement could be done to encourage local residents to take some ownership of the park.

The ATC-OS reported that some of the path had been exposed at Ellenborough Park East to allow for some home educators to carry out an exhibition dig. Buildbase had kindly loaned a small digger for free, to allow this to be possible.

*3.05pm Councillor Catherine Gibbons joined the meeting*

The annual inspection had taken place and only 3 items had been identified as needing attention.

A member suggested that the council needed to be mindful that the extra parks taken on, would require more grounds team time.

The Chairman informed that some sites taken over came with a maintenance charge, therefore allowing for more grounds staff time.

The Grounds Manager reported that she was looking at ways to maximize staff efficiency.

**RESOLVED:** That the verbal reports be noted.

## **Waterpark Update**

### 7.1 Plant Room

The ATC-OS reported there had been a delay getting a part and so realistically, the site would not be reopened until May.

The site would be cleared in the next few days ready for work to start the following week when the part had been delivered.

**RESOLVED:** That the verbal report be noted.

### 7.2 Charges

The Chairman reported that the £3 charge had been approved by Town Council and the even sum would be much easier for staff to manage.

	<p><b>RESOLVED:</b> That the verbal report be noted.</p>
<p><b>357</b></p>	<p><b>Castle Batch SEN Play Update</b></p> <p><u>8.1 Build Update</u>  The ATC-OS apologised for not presenting update photos but good progress was being made, although noting that the build was 4 weeks behind schedule.</p> <p>Funds had been sourced to provide an avenue of birch trees and Steve Clerk The Tree Officer was working with Sutcliffe Play to ensure they were planted in the best position.</p> <p><b>RESOLVED:</b> That the Verbal report be noted.</p> <p><u>8.2 Community Engagement</u>  The ATC-OS reported that a park watch group had been set up and some positive meetings between them and community PCSO'S had taken place.</p> <p>It was hoped that a community response would have a base at the site and plans had been made to cut back surrounding foliage to make the park safer.</p> <p><b>RESOLVED:</b> That the verbal report be noted.</p> <p><u>8.3 Launch Event</u>  The Chairman reported the launch event was set for 20<sup>th</sup> May and would hopefully be a fayre type event.</p> <p>The ATC-OS reported that local SEN Schools would be invited to use the site in the week before as a soft launch.</p> <p>A member expressed their disappointment at not being available on 20<sup>th</sup> May and the Chairman informed that if a soft launch was taking place the week before, it may be possible to push the main launch to 24<sup>th</sup> May.</p> <p><b>RESOLVED:</b> That The ATC-OS explore possibility of moving main launch to 24<sup>th</sup> May.</p>
	<p>There being no further business, the Chairman closed the meeting at 3.22 pm</p> <p>Signed: ..... Dated: .....</p> <p><b>Chairman of the Tourism &amp; Leisure Committee</b></p>