



**WESTON-SUPER-MARE TOWN COUNCIL  
MINUTES OF THE  
AMENITIES, CULTURE AND LEISURE COMMITTEE  
HELD AT 32 WATERLOO STREET ON  
MONDAY 16<sup>TH</sup> MARCH 2026**

**Meeting Commenced:** 7.00 pm

**Meeting Concluded:** 9.01 pm

**PRESENT:** Councillors Councilors Owen James (C), Ray Armstrong, Roger Bailey, John Crockford-Hawley, Simon Harrison-Morse, Caroline Reynolds, Robert Skeen and John Standfield.

**ALSO, IN ATTENDANCE:** Sarah Pearse (CEO/Town Clerk), Samantha Bishop (Democratic Services Manager) and Lisa Clemmons (Grounds Manager).

<b>343</b>	<p><b>Apologies for Absence and Notification of Substitutes</b></p> <p>Apologies for absence were received from Councillors Annabelle Chard with no substitution.</p>
<b>344</b>	<p><b>Declarations of Interest</b></p> <p>There were no declarations of interest received.</p> <p>Councillor Roger Bailey declared a non-pecuniary interest as an allotment plot holder.</p>
<b>345</b>	<p><b>To agree the accuracy of the previous Amenities, Culture and Leisure Committee Minutes held on 26<sup>TH</sup> January 2026</b></p> <p>The minutes of the Amenities Culture and Leisure Committee had been previously circulated.</p> <p><b>PROPOSED BY:</b> Councillor John Crockford Hawley <b>SECONDED BY:</b> Councillor Roger Bailey</p> <p>A vote was taken and <b>carried</b>. Accordingly.</p> <p><b>RESOLVED:</b> That the Minutes of the Amenities Culture and Leisure Committee be signed and approved.</p>

346	<p><b>To receive the DRAFT Notes of the Allotments Community Consultative Group Meeting held on the 5<sup>th</sup> February 2026</b></p> <p>The CEO/Town Clerk confirmed when asked that the meeting mentioned on the 23 February was held.</p> <p><b>RESOLVED:</b> That the DRAFT Notes of the Allotments Community Consultative Group be received.</p>
347	<p><b>To receive the DRAFT Notes of the Heritage Arts and Culture Community Consultative Group Meeting held on the 29<sup>th</sup> January 2026</b></p> <p><i>Councillor Ray Armstrong joined the meeting at 7.03 pm</i></p> <p><b>RESOLVED:</b> That the DRAFT Notes of the Heritage Arts and Culture Community Consultative Group be received.</p> <p><i>19.03pm Councillor Ray Armstrong joined the meeting.</i></p>
348	<p><b><u>AMENITIES</u></b></p> <p><b>Grove Park Toilets</b></p> <p>The previously circulated report of the CEO/Town Clerk was noted. It provided an update on engagement with North Somerset Council, findings from the February 2026 site visit, and proposed Heads of Terms and lease arrangements.</p> <p>Members raised concerns regarding the standard of works (section 2.1) and disagreed with proposals relating to visibility and landscaping provided by North Somerset Council (NSC) (section 3.2). It was considered that significant remedial works were required prior to entering into any lease agreement.</p> <p>It was noted that the café concession could assist with monitoring; however, it was not near completion and may delay opening.</p> <p><b>PROPOSED BY:</b> Councillor John Crockford-Hawley  <b>SECONDED BY:</b> Councillor Peter Crew</p> <p>A vote was taken and carried.</p> <p><b>RESOLVED:</b></p> <ol style="list-style-type: none"> <li>1. To note the report and concerns arising from the site visit (9 February 2026).</li> <li>2. To seek further engagement with NSC and request a further report to committee prior to any lease recommendation being submitted to Full Council. The CEO/Town Clerk to continue dialogue with NSC requiring them to address areas of concern paying particular attention to: <ul style="list-style-type: none"> <li>• Natural surveillance and visibility around the building and café area</li> <li>• Landscaping or structures that may create concealed areas.</li> </ul> </li> </ol>
349	<p><b>Motifs (High Street and Grove Village)</b></p> <p>The previously circulated report of the CEO/Town Clerk was noted. It sought approval to replace existing town motif signs and approve expenditure from the signage budget.</p>

Members noted the deterioration of the “Welcome to Weston” and “Grove Village” signs and that the former reflected outdated branding. Weston BID may fund replacement of the “Welcome to Weston” sign, reducing Council cost.

It was noted that the signage does not align with the Town Vitality initiative or strategic objectives.

Members supported replacement and continued engagement with Weston BID. It was requested that designs be brought back to Committee. Replacement of the Grove Village sign was deferred pending redevelopment of the building to which it is attached.

**PROPOSED BY:** Councillor Peter Crew

**SECONDED BY:** Councillor Roger Bailey

A vote was taken and carried.

**RESOLVED:**

1. To approve replacement of the High Street town motif signs subject to Weston BIF Funding.
2. To approve expenditure for the Grove Village sign for implementation following the redevelopment of the London Pub. (Noting the existing sign will need to be removed in the interim period).
3. To authorise a review of final design (as current signs are very dated) to allow final quotation, and installation, subject to Committee approval.

**350**

**Milton Road Cemetery**

**350.1 Dogs in Milton Road Cemetery**

The previously circulated report was noted, outlining increasing issues relating to dogs within the cemetery.

Members noted that regulations require dogs to be on leads and fouling removed, but complaints and operational issues have increased.

The CEO/Town Clerk highlighted on some particular incidents which were very upsetting for people concerned and health and safety concerns. Additional signage will be installed, and enforcement options explored, including potential PSPO inclusion.

Members emphasised clear signage, appropriate management during funerals, and active challenge of non-compliance.

**PROPOSED BY:** Councillor Robert Skeen

**SECONDED BY:** Councillor John Standfield

A vote was taken and carried.

**RESOLVED:**

1. To note the increase in dog-related incidents.
2. To approve additional signage and communication measures.
3. To monitor the situation until June 2026.

4. To delegate authority to the Town Clerk, in consultation with the Chair, to implement a ban if no significant improvement is seen.

### **350.2 Photographic Project – Milton Road Cemetery**

The previously circulated report was noted, presenting a proposal for a photographic book project.

**PROPOSED BY:** Councillor John Crockford-Hawley

**SECONDED BY:** Councillor Peter Crew

A vote was taken and carried.

**RESOLVED:** To approve the project in principle, subject to appropriate liaison with the Town Council.

**351**

## **Old Town Quarry**

### **351.1 Shop Review – Progress to Date**

The previously circulated report was noted.

Members noted the café had been open for four months, was volunteer-led, and remained in development. A stock review would take place at six months, followed by a full review ahead of budget setting.

Discussion highlighted the need to define the shop's purpose, focusing on locally relevant stock. The Museum shop was cited as model practice.

**RESOLVED:** That the report be noted and comments fed back to the Operational Services team.

### **351.2 Barn Development**

A report was received from the CEO/Town Clerk regarding the continuation of the barn redevelopment works at the Old Town Quarry.

The Committee noted that:

- the barn works formed part of the original competitively tendered contract awarded to John West Contractors Ltd;
- the works were temporarily removed from the contract scope following a value engineering exercise to reduce overall project costs;
- a further value engineering exercise has now been undertaken, resulting in a reduced scope and cost of approximately £31,800, representing a saving against the original tender allowance;
- the market has already been tested through the original procurement exercise undertaken in accordance with the Council's Standing Orders and Financial Regulations; and
- the proposed continuation of the works constitutes a non-substantial modification to the existing contract in accordance with Regulation 72(1)(e) of the Public Contracts Regulations 2015, as it does not alter the nature, scope or economic balance of the contract.

	<p>The Committee further noted that:</p> <ul style="list-style-type: none"> <li>the works are being delivered under a JCT Intermediate Building Contract, and re-procuring the works could introduce risks relating to programme delay, coordination and potential contractual claims; and</li> <li>the revised cost remains within the approved budget provision.</li> </ul> <p><b>PROPOSED BY:</b> Councillor Roger Bailey  <b>SECONDED BY:</b> Councillor Robert Skeen</p> <p>A vote was taken and carried.</p> <p><b>RESOLVED:</b></p> <ol style="list-style-type: none"> <li>That the Committee approves the continuation of the barn redevelopment works at the Old Town Quarry through the existing contractor, John West Contractors Ltd.</li> <li>That the Committee confirms that no further procurement exercise is required, on the basis that: <ul style="list-style-type: none"> <li>the works were included within the original tendered scope;</li> <li>the proposed works represent a reduced and value-engineered scope; and</li> <li>the continuation constitutes a non-substantial modification in accordance with the Public Contracts Regulations 2015.</li> </ul> </li> <li>That the Committee notes that this approach is consistent with the Council's Standing Orders and Financial Regulations, and represents value for money.</li> <li>That authority is given to proceed with works at the new estimated value of £31800, to finalise the Old Town Quarry Refurbishment Project.</li> </ol>
<p><b>352</b></p>	<p><b>Sea Monster Scales</b></p> <p>The previously circulated report was noted regarding potential rehoming of Sea Monster scales.</p> <p>A potential installation at Old Town Quarry was identified, alongside opportunities for community reuse.</p> <p>Members questioned suitability of the quarry location but supported reuse where possible. Costs to the Council would be limited to transportation.</p> <p><b>PROPOSED BY:</b> Councillor Ray Armstrong  <b>SECONDED BY:</b> Councillor John Standfield</p> <p>A vote was taken and carried.</p> <p><b>RESOLVED:</b></p> <ol style="list-style-type: none"> <li>To approve installation of a small number of scales at Old Town Quarry.</li> <li>To support a community engagement project with North Somerset Council to redistribute remaining scales, where appropriate.</li> </ol>
<p><b>353</b></p>	<p><b>LEISURE</b></p> <p><b>Tourism Review</b></p> <p>The previously circulated report was noted.</p>

	<p>Members raised concerns regarding the lack of tourism reporting since the committee restructure. It was reiterated that only decision reports were routinely brought to Committee, with updates provided via the monthly newsletter.</p> <p>Members requested future reporting on partner lists, the new website, the waterpark cabin, noticeboards, and touchscreen data at Silica.</p> <p><b>RESOLVED:</b> That the report be noted.</p> <p>That the next report include:</p> <ol style="list-style-type: none"> <li>1. Updates on Website completion</li> <li>2. Updates on VW partner numbers</li> <li>3. Noticeboard space sales performance since launch</li> </ol>
<p><b>354</b></p>	<p><b>Development of Formal Play Strategy</b></p> <p>The previously circulated report was noted.</p> <p>Members supported earlier involvement in the process. It was confirmed that work to date was a condition assessment and evaluation rather than a full play strategy.</p> <p>A meeting with consultants was scheduled for 25 March 2026. Members of the committee confirmed they would like to attend this briefing and start of process meeting, noting findings would be brought back to committee for formal approval, with any final decisions taken on strategy adoption needing to be taken by Council.</p> <p><b>PROPOSED BY:</b> Councillor Peter Crew  <b>SECONDED BY:</b> Councillor Robert Skeen</p> <p>A vote was taken and carried.</p> <p><b>RESOLVED:</b></p> <ol style="list-style-type: none"> <li>1. To note work undertaken to date.</li> <li>2. To approve engagement of Sports and Play Consulting Ltd (£700 initial meeting; £500 per day thereafter), to develop an appropriate Play Strategy funded from EMRRP noting members of the committee would like to attend the briefing meeting 25.03.26.</li> <li>4. To request a further report once a development of the strategy proposal is underway.</li> </ol>
<p><b>355</b></p>	<p><b>Christmas Lights Switch-On Dates</b></p> <p>The previously circulated report was noted.</p> <p>Members preferred earlier dates and supported coordination with the Pier fireworks.</p> <p><b>PROPOSED BY:</b> Councillor Robert Skeen  <b>SECONDED BY:</b> Councillor Simon Harrison-Morse</p> <p>A vote was taken and carried.</p> <p><b>RESOLVED:</b> That 14 November 2026 and 20 November 2027 be approved.</p>

	<p>8.50 pm</p> <p><i>To resolve under the Public Bodies (Admissions of Meeting) Act 1960 to exclude the public and press for the following item by reasons of the confidential nature of the business.</i></p>
<p><b>356</b></p>	<p><b>Play Area Procurement</b></p> <p><b>356.1 Coniston Green Tender</b></p> <p>The previously circulated report was noted. Five tenders were received; four compliant and one non-compliant.</p> <p><b>PROPOSED BY:</b> Councillor Peter Crew  <b>SECONDED BY:</b> Councillor Robert Skeen</p> <p>A vote was taken and carried.</p> <p><b>RESOLVED:</b> To award the contract to Proludic, with the CEO/Town Clerk to discuss replacement of the trampoline with suitable alternative equipment.</p>
	<p><b>356.2 Maltlands Tender</b></p> <p>The previously circulated report was noted. Three tenders were received; two compliant and one non-compliant.</p> <p><b>PROPOSED BY:</b> Councillor Robert Skeen  <b>SECONDED BY:</b> Councillor Peter Crew</p> <p>A vote was taken and carried.</p> <p><b>RESOLVED:</b> To award the contract to Proludic.</p>
<p><b>357</b></p>	<p><b>Toilet Cleaning and Maintenance Procurement</b></p> <p><b>357.1 Water Park Toilets</b></p> <p>The previously circulated report was noted. Four tenders were received; three compliant and one non-compliant.</p> <p><b>PROPOSED BY:</b> Councillor Caroline Reynolds  <b>SECONDED BY:</b> Councillor Robert Skeen</p> <p>A vote was taken and carried.</p> <p><b>RESOLVED:</b> To award the contract to The Sleek Easy Clean Ltd.</p> <p><b>357.2 Public Toilets (5 sites)</b></p> <p>The previously circulated report was noted. Three tenders were received; two compliant and one non-compliant.</p> <p>Members considered appointing a single contractor across both contracts. Healthmatic's current service was noted as strong.</p>

	<p><b>PROPOSED BY:</b> Councillor Peter Crew  <b>SECONDED BY:</b> Councillor John Standfield  A vote was taken and carried (6 for, 2 abstentions).</p> <p><b>RESOLVED:</b> To recommend appointment of Healthmatic to the Finance and General Purposes Committee for approval.</p>
	<p>There being no further business the Chair closed the meeting at 21.01pm</p> <p>Signed.....Dated .....</p> <p>Chair of the Amenities, Culture and Leisure Committee</p>



## **Amenities, Culture and Leisure Committee 11<sup>th</sup> May 2006**

### **Weston Museum – Member Proposal**

### **Report from CEO/ Town Clerk**

---

#### **1. Purpose of Report**

At the request of Cllr Crockford-Hawley, a report has been submitted for the Committee to consider regarding potential future opportunities for Weston Museum and its associated assets (attached).

#### **2. Background**

The submitted proposal outlines a number of areas for consideration relating to the future development, presentation and use of Weston Museum and associated facilities. The report also includes a historical overview of the museum, providing useful context to its development and current position.

The matters raised fall within the remit of the Amenities, Culture and Leisure Committee, which has responsibility for the management and oversight of the Council's cultural and heritage assets, including Weston Museum.

#### **3. Officer Comment**

The range of areas identified presents a helpful starting point for considering future opportunities for the museum, particularly as the Council approaches the 10-year anniversary of its reopening in August 2017.

Given the breadth of the topics raised, and the potential operational, financial and resource implications, it would be appropriate for officers to undertake an initial scoping exercise. This would allow for a considered assessment of feasibility, alignment with current service plans and team capacity, and any partnership considerations.

A further report could then be brought back to Committee to support informed Member decision-making, including consideration of appropriate delivery mechanisms.

#### **4. Recommendation**

That the Committee:



WESTON-SUPER-MARE TOWN COUNCIL

1. Notes the proposal submitted by Cllr Crockford-Hawley, including the historical context provided.
2. Recognises that the matters raised fall within the remit of the Amenities, Culture and Leisure Committee in respect of Weston Museum and associated heritage assets.
3. Requests officers to undertake an initial scoping exercise and prepare a report to the next meeting of the Committee, covering the areas identified within the proposal and including:
  - feasibility and deliverability
  - resource and staffing implications
  - financial considerations
  - alignment with current service plans and strategic priorities
  - partnership considerations
4. Requests that the report sets out options for Members, including potential delivery approaches.
5. Agrees that any consideration of a start & finish group or similar arrangement will be determined following receipt of the officer report.

## Weston Museum 1862-2026

Weston's first museum opened 1862 in Emmanuel Church's Albert Memorial Hall (*demolished 1979*). In 1901 the museum moved into purpose-built accommodation on the



upper floor of the new Boulevard Library (*since converted into The Muse apartments*) and in 1973 relocated into the redundant Weston Gaslight Company's workshops in Burlington Street.



One year later Local Government re-organisation saw library services pass to Avon County Council whereas museum services became a Woodspring District Council responsibility. Avon CC and Woodspring DC ceased to operate in 1996, when North Somerset Unitary Authority took over county and district functions.

As a cost-saving exercise in 2010 North Somerset Council threatened to suspend all museum services, sell most of the collection and retain a small touristy exhibition in a room at the Winter Gardens Pavilion. This caused immense local displeasure and Weston Town Council stepped in to acquire the museum building (*though adjoining premises were sold by NSC*). NSC retained ownership of the collection, despatched books, documents, texts and photographs into a new Local Studies Library in the Town Hall extension and further agreed that what later became the South West Heritage Trust (*SWHT*) should store and curate the entire physical collection, and that Weston Town Council should have a free hand exhibiting whatever was deemed appropriate in the museum.

For 37 years the museum continued operating in the manner established in 1973, but facilities were becoming tired. With substantial external grant aid WTC embarked on a major remodelling of both the building and its displays.

Following this refit the museum reopened on 26<sup>th</sup> August 2017 since when visitor numbers have continued to rise, exhibitions have taken on regional and national significance and a revenue producing business plan has helped reduce museum operational costs.

As with all museums it's essential to keep an eye to future opportunities and needs. After a decade's successes the time has come to look at what might now need reinvigorating within the museum building and the presentations.

## PROPOSAL

**I would like to be given authority to convene an informal cross-party working group of councillors who have shown interest in our museum service to investigate where changes and adaptations might be considered appropriate and to report their findings to the Amenities Culture & Leisure Committee.**

With Committee's approval I suggest we might care to look at:

- 1) The 'Weston Worthies' wall display in the Seaside Gallery
- 2) Potential for adding to the model displays in the Seaside Gallery
- 3) Holding a conversation with NSC to see if it might be appropriate to relocate a few generally unseen items from the Town Hall to the Museum
- 4) Discuss the large amount of material stored with SWHT which is seldom seen by the public
- 5) Creation of a new gallery / exhibition space in the upper storeroom
- 6) Frequency and type of long-term exhibitions in the William Mable Gallery
- 7) Improved use of the passageway between the Museum and Clara's Cottage
- 8) Future of Clara's Cottage
- 9) The Flatner and its possible relocation to an alternative venue
- 10) Projection and public address system in the Courtyard
- 11) The shop and appropriateness of more Weston based merchandise and potential sales link with the Old Town Quarry shop
- 12) Potential for improved links and themed exhibitions with the Local Studies Library in the Town hall
- 13) Potential for small-scale 'outreach' historical exhibitions in community buildings in the wider Weston area
- 14) Future of the hard-copy Weston Mercury newspapers

These are my suggestions for investigation though it would be for colleagues to add other appropriate matters for consideration. I envisage this informal working party would not require major officer input neither would there be any expectation of uncommitted expenditure. The working party's findings would be reported to the AC&L Committee and F&GP Committee for appropriate finance and policy discussion.

**Weston Museum is 164 years old**





WESTON-SUPER-MARE TOWN COUNCIL

## **Amenities Culture and Leisure 11<sup>th</sup> May 2026**

### **Castle Batch Concession**

### **Report from the Senior Development Officer**

---

#### **1. Purpose and Background of Report**

This report provides an update on proposals to install a hard standing area within the play area to facilitate the operation of a mobile café concession.

Members are asked to consider whether they wish to progress the project at this stage and, if so, to approve officers to proceed in accordance with the Council's Financial Regulations, Standing Orders, and the Procurement Act 2023.

The proposal originates from community engagement undertaken during the installation of the SEND play area. Feedback indicated a desire for access to refreshments within the site, alongside a clear preference for the play area to remain secure and self-contained.

In response, the preferred approach is to accommodate a café concession within the footprint of the play area.

Previous indicative quotations were obtained to inform early feasibility. These are now out of date and have been used only to support initial budget planning. Any progression of the project will require compliant procurement in line with current Financial Regulations.

#### **2. Options for Council**

##### **2.1. Delay the project**

Defer progression pending further clarity on the devolution programme and future governance of the wider site.

##### **2.2 Progress the project (recommended approach)**

Agree in principle to progress the project and:

- Approve the use of the existing budget allocation;
- Instruct officers to undertake compliant procurement exercises for:
  - (a) the hard standing works; and
  - (b) the café concession;



WESTON-SUPER-MARE TOWN COUNCIL

- Receive a further report (if required) prior to award, depending on procurement outcomes and delegations.

### **3. Reason for Recommendation**

Progressing the project allows the Council to respond to established community demand and utilise existing budget provision.

However, due to the elapsed time since initial market testing, a fresh procurement exercise is required to ensure compliance, demonstrate value for money, and reduce risk.

### **4. Expected Benefits**

- Improved visitor experience through provision of refreshments
- Increased dwell time and usage of the play area
- Enhanced community satisfaction
- Potential revenue generation through concession agreement
- Increased natural surveillance of the site

### **5. Implications**

#### **5.1 Legal**

All procurement must comply with Financial Regulations and the Procurement Act 2023.

#### **5.2 Risks**

- Non-compliance with procurement rules
- Delay may increase costs
- Devolution may impact future governance

#### **5.3 Financial Implications**

A budget of £30,000 is available. Previous estimates are indicative only and must not be relied upon. Procurement will determine final cost.

#### **5.4 Timescales**

Dependent on procurement, contractor availability, and utilities coordination.

#### **5.5 Stakeholders**

Residents, NSC, community centre users, concession operators.



WESTON-SUPER-MARE TOWN COUNCIL

### **5.6 Contractors**

No contractor is recommended at this stage.

### **5.7 Crime & Disorder**

Positive impact through increased site activity.

### **5.8 Biodiversity**

n/a

### **5.9 Privacy Impact**

No significant impacts anticipated.

### **5.10 Equality & Diversity**

Supports inclusive access.

## **6. Appendices**

None

## **7. Recommendations**

Members are recommended to:

- a) Approve progression of the project;
- b) Approve use of the allocated budget;
- c) Instruct officers to undertake procurement in accordance with regulations;
- d) Receive a further report where required prior to award;

OR

- e) Defer the project pending further clarity.

### **Molly Matthews**

Senior Development Officer

Drafted 29<sup>th</sup> April 2026

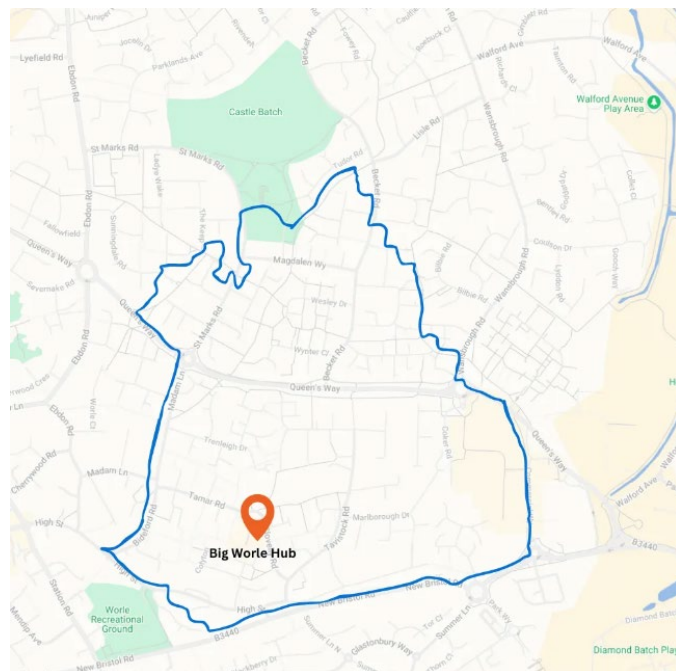
# Big Worle – Local Trust Funded Community Project under Weston-super-Mare Town Council as Locally Trusted Organisation April 2024 – March 2026



## Introduction

Big Worle is part of the Big Local programme, a national initiative funded by Local Trust that supports communities to make a lasting difference in their local areas. Across England, 150 communities were each given funding and the freedom to decide how best to use it. Worle was one of these areas, receiving £1,000,000 to invest in the local community.

The project focused on a 'Blue Zone' within Worle — a small, defined area where activities and support could be targeted to reach those most local to the hub and those who would benefit most. At its heart, Big Worle has always been about bringing people together, strengthening community connections, and creating opportunities shaped by local residents.



Through ongoing engagement, the community identified a number of key priorities:

- More communication between local people.
- Making the area safe and friendly.
- Developing local skills, training and employment.
- Eliminating health inequality and promoting healthy lifestyles.
- Activities for children and young people.
- Tackling social isolation - particularly of vulnerable adults, those with disabilities, the elderly and young people.
- Improving open spaces.
- Improved access to community meeting places.

To support delivery of the programme, funding was managed through a Locally Trusted Organisation (LTO). This role involves overseeing the funding, ensuring it is used appropriately, and supporting the delivery of agreed activities. For the majority of the programme, this role was carried out by Alliance Homes, who successfully administered a significant proportion of the funding over a ten-year period.

In the final 18 months of the programme, Weston-super-Mare Town Council took on the role of LTO, with just under a quarter of the funding remaining. This report provides an overview of that final phase, including how the remaining funds were used and the impact they have had within the community.

## **Big Local Plan**

### **Priority One – Big Worle Community**

#### **Seasonal events held at the BW hub**

Big Worle really enjoyed putting on free events for their community to enjoy. They ran Easter, Halloween, Christmas and Summer events both at the hub and other local venues. This was a way to connect their community, support local businesses and celebrate what they had achieved.

#### **One off/tester events (reallocated)**

#### **Finale celebration**

The last celebration took place in on the 30<sup>th</sup> August at the Hub and was well attended by both the community and the organisations who have been involved over the years. There was live entertainment, stalls, face painting, refreshments and plenty of games to get involved with. During and after the event, residents fed back about how the hub had been the heart of the community and that they were very sad to see it go.

### Regular weekly activities run by BW

The hub ran weekly coffee mornings and bingo sessions, all led by volunteers. These drop-in sessions were free and an opportunity for residents to connect with each other. We often had different organisations drop in and offer support and advice. These included the Community Response officer, Avon and Wildlife Trust, Coop Community Champion, Wessex Water and Read Easy.

### Contracted activities

Big Worle gave some funding to have Citizens Advice services operating from the hub for the last 2 years. They ran a Thursday Advice drop in from the hub and it got so popular that they started booking in appointments weekly. It made such a difference to have appointments in Worle as the closest place people could take referrals was the town centre and this wasn't inclusive for everyone.

In 2025 The Foodbank requested to have a service running from Worle. They trialled a new system of working from the hub and were able to implement this to their other sites after it proved successful. This benefitted the local residents that used the hub as they were able choose their own food rather than being given a box of assorted food.



### Priority Two – Keeping Big Worle Safe

#### CCTV cameras

CCTV cameras were installed at the front and the back of the community hub. This was a result of antisocial behaviour in the precinct area of the community. Having the cameras up helped the Community response team and Police to witness some of the incidents that were reported locally. The hub was always a safe community space that anyone would feel welcome in.

### Priority Three – Outside Worle

#### Green gym installation

Back at the beginning of Big Worle's journey, the residents asked for a green gym at Castle Batch. In 2025 Weston-super-Mare Town Council managed to put the green

gym out to tender and Wicksteed were chosen and built the green gym in January 2026. This is now a great addition to Castle Batch park and well used by the local residents.

### Edible Trail

We worked with Jack Pine Trees, North Somerset Council and Alliance Homes to gain permissions to plant fruit trees on land in Worle. These locations were identified by the Big Worle Steering group and planted by a group of community volunteers. This will enable residents to pick their own fruit in the coming years. 3 trees were also donated to St Marks Church and to Becket School.

### Becket Garden

In early 2026 Becket School built an outdoor classroom and an indoor SEND area for children to enjoy. This was originally part of the plan when Alliance Homes were the LTO but was completed slightly later than expected. This adds to the project which was also built during Alliance Homes LTO period, the Community Garden. The garden is enjoyed both by school pupils and community members and gives a space to grow and learn.

### Chat Benches

The area in front of the hub was previously updated to create some 'chat benches' and these had worn down and were in need of an upgrade. The benches were replaced along with a wooden planter to create a welcoming space for residents to sit and have conversations.



### Priority Four – Young Worle

Big Worle worked with Super Culture on the mural project with children from the local schools. The project supported a group of eight young people, aged 13 to 16, from Worle Community School and Priory Community School to take part in a structured creative programme devised to support them to gain leadership skills to create a new public artwork for Worle. The young people took part in workshops with professional artists, attended research trips and supported the delivery of public events. Importantly, the Art Activists played a central role in commissioning the artist to create the public artwork. Super culture and the Art Activist group led creative community consultation sessions where local residents provided feedback and support for the design of the public artwork.

### Priority Five – Building Big Worle

Priority Five represented the 'building blocks' of the grant funding period, supporting the day to day running of the hub as well as the subsidised work of the two Development Officers assigned to the project for support and budget management. Priority five had the following cost centres:

Development worker

Covered the time spent by the Community Wellbeing Development Officer and Senior Development Officer for the administration of the project and activities.

Consumables (reallocated)Training for partnership members (reallocated)LTO fee

A nominal fee paid to all LTOs to provide wider organisational support such as additional admin and communications.

Celebrate BW projects (reallocated)Rent, bills and other overheads

Enabled the renting of the hub, as well as other day to day fees:

- Rent
- Cleaning
- Storage
- Refuse collection
- Utilities
- Insurance
- Compliance
- Website/domain

Hub redecoration (reallocated)**Post September feasibility**

Jon Cousins carried out an Options Analysis Report in April 2025. The aim was to identify, help analyse, and report on various options for the future of Big Worle's Community Hub – helping to understand if and how the project can move forward in a sustainable way following the end of the Big Local.

The options for continuation were as follows:

- Option 1 – Do Nothing  
Consider donating the legacy fund to an existing organisation that provides similar support to the North and Mid Worle community.
- Option 2 – Do the Minimum  
Explore renting the Hub building, or another building, once or twice a Week!
- Option 3 – Do Something!  
Continue to operate, and prove the worth of The Big Worle Hub.

The Steering group decided that it was too close to the end to continue so decided to work with Voluntary Action North Somerset to hold their legacy money. The building was given back to Alliance Homes so there is no physical hub anymore to operate

from. As of September 2025, Big Worle have been working with David Crossman to continue to assess the needs in their local community and support with small pots of funding where they can.

#### Underspend reallocation

Running alongside the Option Analysis was an identified underspend, which Jon's report covered in order to find solutions to use the funding to secure long term sustainability for the project. When it became clear that the hub would not be continuing, alternative use for the funding was sought.

The Steering group decided to split the money and distribute it to several organisations, including Aishah's Food Charity, Citizens Advice North Somerset, 2 local schools, Hornets RFC, Weston RFC, Worle Football club, Happy Hearts, Martin Darcy and Tech to Connect. Each of the organisations that received over £1000 have provided a short report to highlight the benefits and use of the funds. The Steering group also donated £8920 to Weston Hospicecare, a charity close to the Steering group.

#### Priory community school

"We purchased a brilliant macro-based camera which ordinarily we wouldn't have had the budget to get such a bespoke piece of equipment. On top of this we also improved our studio lighting set up to benefit our art and photography students. This money has largely benefited our KS4 pupils but we thought this was appropriate because our KS4 pupils were included in the big Worle project."

#### Worle community School

"The development of a new photography studio based in the classroom for students to access specialist equipment for their GCSE in fine art and photography. This is especially beneficial for our pupil premium and SEND students who need a little more support with home learning and accessing equipment and support for photoshoots."

#### Tech to connect

"The funding helps to mainly pay the travel expenses incurred by the Volunteer Tutors travelling to and from a central location, where our services are provided to the students attending. The students can now access many important online services, both within the local community and beyond, and having a degree of confidence whilst doing so. Without the services provided by the Volunteer Tutors, these students may potentially have suffered from: physical and emotional health issues, financial penalties, a general feeling of being 'digitally excluded'."

#### Citizens Advice North Somerset

CAB received £5000 to hold a fund specifically for people living in the Big Worle 'Blue Zone'. The money was able to support 35 people with things like food vouchers, white goods, energy bills, children's clothing. Here are a few live examples.

**“Client 4 - Received £300 towards household essentials** - We increased their income through a successful application for Council Tax Reduction and helped them to create an affordable repayment plan for their council tax arrears through the First Steps programme. The purchase they made with the grant was towards furniture that would mean that their health and wellbeing was improved.”

**“Client 6 - Received £100 towards mobility aids (outside the home) and £200 towards children's clothing and food** - They are working towards a Bristol Water social tariff, have been signposted to Occupational Therapy for mobility aids within the home, and also provided with relevant grants.”

### Weston Hospicecare

“One of the planned works included a comprehensive upgrade of all fire doors on the hospice site, and some of Big Worle’s grant was used to fund the first part of these upgrades. Much of the work has now been completed and any remaining upgrades to the fire doors will take place throughout March.

Thanks to Big Worle’s contribution, Weston Hospicecare was able to meet the funding requirements for these important upgrades without taking funds from our reserves. Given the financial challenges including a multi-year deficit which we, like many hospices, currently face, additional income which helps us to keep up with increasing costs has a big impact, and we truly appreciate your support.”

### Finance

The original budget was allocated as part of our LTO agreement in April 2024 as follows. This budget allocation was a result of consultation carried out historically by Alliance Homes and Local Trust, and was not dictated by the Town Council. The only budget heading cost provided by the Town Council was for the subsidised costs of the Development workers. The figure provided was based on a work stream requirement requested by the Steering Group:

	<b>Summary</b>	<b>Plan Total</b>
	Priority 1	65,000
	Priority 2	10,000
	Priority 3	31,000
	Priority 4	28,000
	Priority 5	101,613
	<b>Totals</b>	<b>235,613</b>

<b>Priority One</b>	<b>Plan Total</b>
Events	
Regular seasonal events held at BW Hub	15,000
One off / tester events – health clinics, cinema etc	12,000
One off events at other venues – including day trips	10,000

Big Local Finale celebration	10,000
Activities	
Regular weekly activities run by BW,	3,000
Contracted activities – youth club, citizens advice	15,000
<b>Totals</b>	<b>65,000</b>

<b>Priority Two</b>	<b>Plan Total</b>
CCTV	
Installation of CCTV at front of hub	5,000
Lighting	
Investigate and install if possible new lighting	5,000
<b>Totals</b>	<b>10,000</b>

<b>Priority Three</b>	<b>Plan Total</b>
Green Gym development	
Installation	10,000
Edible Trail	
Plants and power to create	8,000
Beckett Community Garden	
Support the working group with events, engagement and management	1,000
Chat Benches	
Work with stakeholders to investigate sites and types of benches	10,000
Review legacy projects – wildlife walks etc	2,000
<b>Totals</b>	<b>31,000</b>

<b>Priority Four</b>	<b>Plan Total</b>
School Art Project	
Develop arts based legacy project possibly addressing mental health	10,000
Outside space project	
Create designated outside space for 10-16 year olds as a legacy	18,000
<b>Totals</b>	<b>28,000</b>

<b>Priority Five</b>	<b>Plan Total</b>
Delivering the plan	
Project Development worker- developing the plan projects, impact capture	52,536
Consumables	1,545
Training for partnership members	625
LTO fee – include admin and comms support	14,407

Revisit all BL funded projects and celebrate	3,000
Big Worle Hub	
Rent, bills and other overheads	25,500
Hub redecoration	4,000
<b>Totals</b>	<b>101,613</b>

Due to changes during the project duration, and through conversations with Local Trust, the breakdown across the priorities was relaxed in order to ensure the budget was spend in a way that benefited the community. Where a potential underspend was identified 6 months before the project conclusion (see [Post September Feasibility](#)), this budget value was reallocated to support community projects.

As such, the final spend across the priorities was as follows:

**Please note: the plan total was reduced by £219.26 due to an overcommitment of funds prior to the TC becoming LTO.**

	<b>Overview</b>	<b>Spent</b>
	Priority One	£51,870.84
	Priority Two	£3,764.31
	Priority Three	£29,302.83
	Priority Four	£28,000.00
	Priority Five	£122,456.13
	<b>Totals</b>	<b>£235,394.11</b>

## **Impact Summary**

Over the final 18 months, Big Worle has continued to make a meaningful difference within the local community, bringing residents together through regular activities and events and helping to reduce social isolation.

Access to essential services was improved by delivering support locally, including Citizens Advice and food provision, removing barriers for those unable to travel into the town centre. Targeted funding also directly supported individuals and families facing financial hardship.

Investment in local spaces and facilities, such as the green gym, edible trail and school-based projects, has created lasting community assets.

The redistribution of remaining funds to local organisations has further extended the reach of the project, ensuring continued support beyond the life of Big Worle.

## **Conclusion**

The Town Council's role as Locally Trusted Organisation marked the final chapter of the Big Worle programme, ensuring that the remaining funding was used in a way that reflected the priorities and aspirations of local residents.



Over the final 18 months, the project successfully delivered a wide range of activities, services and improvements that brought people together, reduced isolation, and strengthened community connections. From well-attended community events and accessible advice services, to long-term investments such as the green gym, edible trail and support for local organisations, the funding has left a meaningful and lasting impact across the 'Blue Zone'.

Importantly, the project demonstrated the value of locally led decision-making. The Steering Group ensured that resources were directed where they were most needed, including the redistribution of underspend to community groups and services that continue to support residents beyond the life of the programme.

While the physical hub has now closed, its legacy remains evident in the strengthened partnerships, improved local facilities, and the confidence of the community to continue shaping its future. The continuation of support through Voluntary Action North Somerset and ongoing local engagement ensures that the spirit of Big Worle will carry forward.

The Town Council is proud to have supported the delivery and conclusion of this significant community investment, helping to ensure that the final phase of the programme was both impactful and community-driven.

## Event Proposal – Summer 2026

Below is a selection of small activities / events that we believe will benefit the town and businesses during the school holidays in July and August.

This proposal is based on a small number of events that were very popular last summer and attracted large numbers of participants and spectators.

The BID will work with North Somerset Councils Events team to agree dates ensuring they do not clash with other events.

The dates of the events will be programmed to compliment other events such as the weekly market and whirligig event.

These activities are proposed for the Italian Gardens but also Princess Royal square and Grove Park could also be utilised.

### **Event 1:**

#### **Family Activity Days. Two events during the 6-week holiday.**

This would offer 4 hours of family fun, with music, bubbles, rides, facepainting and craft running throughout, plus regular games, activities, mascot appearances and magic shows. It includes the following:

PA and host

Circus skills

Medical cover

Craft activities

Play equipment.

Mascots

Inflatables

Small Fairground rides

Face painter

These events would be provided by Action Pussycat who are a local well known and respected children's entertainment company.

**Action Pussycat**

Prestige Children's Entertainment Company of the Year 2024

Prestige Children's Entertainment Company of the Year 2023

Weston Mercury Lockdown Champion 2021

Weston Chamber of Commerce Businessperson of the Year 2020

Weston Chamber of Commerce Service Excellence Award 2019

[www.actionpussycat.com](http://www.actionpussycat.com)

[www.facebook.com/actionkidsparty](http://www.facebook.com/actionkidsparty)



**Cost - £1070 per day**

**Total £2140**

**Event 2:**

**Bicycle Stunt Show: two events during the 6-week holiday.**

This event requires a space of 10 x 10 metres on flat open ground, with barriers around it. The proposal would be for four shows a day at 25 minutes each with music and commentary.

To get an idea of what the event involves you can see the show in action here at Dartmouth Regatta last year [https://www.youtube.com/watch?v=foPl6iPK\\_Ao](https://www.youtube.com/watch?v=foPl6iPK_Ao)



**Cost - £1700 per day.**

**Total = £3400**

Event 3:

Summer Circus Daze – 1 day per each of the 6 weeks holiday. Ocean Safari Adventure Trail

The Italian Gardens will come alive with circus arts, inviting young and old to take part in high energy sessions led by leading circus educators.

The program promotes physical activity, confidence, creativity and teamwork in a fun, safe and inclusive environment.

The sessions include:

- Juggling, diabolo, plate spinning and hula hooping
- Acrobatics, balance bar and unicycling



**Cost £1250 per day**

**Total = £7500.**



WESTON-SUPER-MARE TOWN COUNCIL

## **Amenities Committee – 11<sup>th</sup> May 2026. Activity & Strategic Update Report. Communications & Visitor Experience Manager.**

---

### **1. Purpose and Background of Report**

To provide the committee with an update on Visitor Experience & Tourism following request.

To provide an Activity & Strategic update report which includes information relating to the Weston Welcomers, Partnerships (with attached appendix), Noticeboards, Silica, Visit Weston update (LIVE demo).

### **2. Options for Council**

- To note the updated position on Visitor Experience and Tourism related services
- To provide feedback on the new Visit Weston Website (following demonstration at the meeting)

### **3. Service area updates:**

#### **3.1 Weston Welcomers**

We are pleased to share that we have recruited an excellent new Team Leader, Jodie, who will be based at the Waterpark VIC. Following a reduction in staffing hours, Jodie will take on key responsibilities including day-to-day support and shift management for the Weston Welcomer casual team, handling visitor enquiries at the VIC, and overseeing the admissions booth at the Waterpark.

During busy periods and anticipated peak times, we will bring in additional support from our casual staff to ensure strong on-site coverage and that we consistently high standards of customer service.

We have also reviewed our operational efficiency and the return on investment over the winter months, and have developed a more strategic plan for the remainder of the year. At times, it was felt that simply maintaining a presence was not delivering sufficient value to the business or to the visitors we aim to engage with.

With this in mind, we have planned a series of more impactful initiatives for both our existing team and our new Weston Welcomers:

- Targeting visiting coach parties on arrival, building on relationships developed with tour operators over the past six months.



WESTON-SUPER-MARE TOWN COUNCIL

- Scheduling monthly shifts on the first of each month to refresh and re-merchandise poster sites.
- Providing representation at the weekly Independent Market every Wednesday throughout August.
- Reintroducing the highly successful 'Air Like Wine Walking Tour' with 4 additional weekly sessions across July and August.
- Maintaining a visible presence around Silica during the peak summer season, encouraging visitors to explore "What's On" and discover local partners and services.
- Launching a new tour during Weston Wallz and the Spray Jam, showcasing the town's graffiti and street art.
- Introducing 'Welcome Squads'- deploying larger groups of Weston Welcomers (5–7 at a time) at key events such as Summer Fest, Whirligig and the Pride celebrations, to increase visibility and public engagement.
- Exploring the use of character actors, performers, mime artists, and entertainers to create more engaging experiences, photo opportunities, and memorable interactions for visitors.

These initiatives are designed to enhance engagement, strengthen our presence, and deliver a more meaningful and impactful visitor experience.



Mr & Mrs. Knightstone are the two characters created for the NEW Visit West on website. We feel that they should be brought to life, extending beyond their online presence to personally meet and greet visitors in person.



WESTON-SUPER-MARE TOWN COUNCIL

### 3.2 Partnership On-boarding, Revenue & Predictions

We wanted to begin this part of the report by expressing thanks to the committee for its support. It is appreciated that points made by the Visitor Experience & Communications Manager in his initial assessment of our partner relationships and the level of service we provided were taken on board to allow us to review the whole offer with regard to partnerships. Having acknowledged the recommendation for a more sustainable cost model we now believe this will help the whole Visitor Experience and Tourism team to build stronger, more collaborative relationships with our partners moving forward.

As part of this review we have produced a report (by the Senior Development Officer) which provides valuable insight into paid conversions and highlights the pattern of attrition that occurred due to a poor return on statistics and financial investment from our partners since 2020. (Appendix attached).

Over the past few months, alongside the development of the new Visit Weston website, we've focused on rebuilding and strengthening relationships with new, existing, and former partners. Our aim has been to re-engage them and ensure we are offering a service that clearly demonstrates value, both in terms of their contribution to their profile as a local business and the overall visitor experience.

We're pleased to confirm that **23** partners have already committed at the point of writing this report, and we are currently developing new listings for them across both the NEW Visit Weston website and Silica, ahead of our proposed launch on **20<sup>th</sup> May 2026**.

<b>Uphill Manor Hotel</b>	<b>Imagination Fascination</b>
<b>Beachside Holiday Park</b>	<b>Captain's Cabin</b>
<b>Highlea House</b>	<b>Riverside Holiday Park</b>
<b>Helicopter Museum</b>	<b>Super Culture</b>
<b>Cadbury Cars</b>	<b>Revo</b>
<b>Front Room</b>	<b>Ian Phillips Photography</b>
<b>Strawberry Line Café</b>	<b>The Grand Pier</b>
<b>Activity Zone</b>	<b>Eat Festival</b>
<b>Blakehay Theatre</b>	<b>Mendip Activity Centre</b>
<b>Puxton Park</b>	<b>The Lions</b>
<b>Real Ale Festival</b>	<b>Wookey Hole</b>



WESTON-SUPER-MARE TOWN COUNCIL

## Stables Games Room

### 3.3 KPI's for new Visit Weston site launch (May/June 2026)

As a team a target of **30** quality partners has been identified before we go LIVE and **55** partners in place before our 'Partnership Networking Event' takes place on the **4th November** at 32 Waterloo Street (Town Council Offices).

Over the coming weeks, we shall be running a 'Partnership Spotlight' Social Media campaign alongside PLASTER to start the promotion of the great businesses that we shall be working closely with and giving examples of how that collaboration will start to take shape.

There's also lots of work to be done around configuring the event submissions, enabling us to control listing on the NEW Visit Weston website as well as the Silica listings on one centralised dashboard within the DMS.

For the first time we shall have much more flexibility with regards to uploading content and use on a mobile device will be on another level. Google analytics, Facebook pixels, Alt tag assistance, Microsoft Clarity and WCAG 2.2 will all be baked into the new build.

We've also implemented a new digital signature process, that captures all the requirements of the sale, confirms acknowledge, reduces inter departmental communication around account status and shows everything in one place.

The screenshot shows a DMS interface for 'Visit Weston' with 3 members. The main view is 'Documents' with 7 documents. A notification banner reads: 'Invite Members to your workspace to start collaborating. All workspace members can view, copy, and download all documents in this team space.' Below this, there are filters for 'All Statuses', 'All Time', and 'All Owners'. The document list includes:

- Wookey Hole - Partnership Agreement 2026 -2027**: Signed on Apr 22, 2026 at 1:52pm by kelly@wookey.co.uk
- Eat Festivals - Partnership Agreement 2026 - 2027**: Signed on Apr 2, 2026 at 4:25pm by hello@eatfestivals.org
- Imagination Fascination - Partnership Agreement 2026 - 2027**: Signed on Mar 27, 2026 at 2:54pm by imaginationfascinationltd@gmail.com



WESTON-SUPER-MARE TOWN COUNCIL

### 3.4 Noticeboards

Since the noticeboards transferred from NSC they have been refurbished and rebranded with the ‘Visit Weston’ branding, there has been a really positive response from members of the public and local businesses.

We have created three core locations and priced them accordingly (approved via F & GP charging schedule).

**20** Location A – Seafront/Promenade (The Grand Pier to the Tropicana).

**14** Location B – Promenade, to South Sands plus Melrose Car park.

**15** Location C – Clarence Park, Ashcombe Park and Bristol Road Lower.

Below is a snapshot of the commitment from April to December 2026, there are 472 available spots within that 8 month period and as it stands we have sold **38.56%** with a combined revenue of **£7,940**, to date since launch.

	Locations	Apr-26	May-26	Jun-26	Jul-26	Aug-27	Sep-26	Nov-26	Dec-26
£50.00 per calendar month	Prom 1 'Tropicana' (2)	Festival At The	Festival At The	Grand Pier	Grand Pier	Grand Pier	Grand Pier	Grand Pier	Grand Pier
	Victorian Shelter 1 (1)	Festival At The	Festival At The	Grand Pier	Grand Pier	Grand Pier	Grand Pier	Grand Pier	Grand Pier
	Victorian Shelter 2 (1)	Festival At The	Festival At The	Wookey Hole	Wookey Hole	Wookey Hole	Wookey Hole	Wookey Hole	Wookey Hole
	Victorian Shelter 3 (1)	Festival At The	Festival At The						
	Sea Front Office 1 (4)	Festival At The	Festival At The		Town Council	Town Council	Town Council	Town Council	Town Council
		Festival At The	Festival At The	Mendip	Mendip	Mendip			
		Festival At The	Festival At The						
	Sea Front Office 2 (4)	Festival At The	Festival At The	Wookey Hole	Wookey Hole	Wookey Hole	Wookey Hole	Wookey Hole	Wookey Hole
		Festival At The	Festival At The	Grand Pier	Grand Pier	Grand Pier	Grand Pier	Grand Pier	Grand Pier
		Festival At The	Festival At The						
		Festival At The	Festival At The						
	Victorian Café (7)	Festival At The	Festival At The	Wookey Hole	Wookey Hole	Wookey Hole	Wookey Hole	Wookey Hole	Wookey Hole
		Festival At The	Festival At The	Grand Pier	Grand Pier	Grand Pier	Grand Pier	Grand Pier	Grand Pier
		Festival At The	Festival At The	Grand Pier	Grand Pier	Grand Pier	Grand Pier	Grand Pier	Grand Pier
	Festival At The	Festival At The	Real Ale Festival	Real Ale Festival			Town Council	Town Council	
	Festival At The	Festival At The	Mendip	Mendip	Mendip				
	Festival At The	Festival At The	WsM Lions	WsM Lions					
	Festival At The	Festival At The							
£40.00 per calendar month	Melrose Car Park (4)	Town Council	Town Council		Town Council	Town Council			
		Wookey Hole		Mendip	Mendip	Mendip			
				Grand Pier	Grand Pier	Grand Pier	Grand Pier	Grand Pier	Grand Pier
	Royal Sands 1 (4)	Town Council	Town Council	Town Council	Town Council	Town Council	Town Council	Town Council	Town Council
	Royal Sands 2 (4)	Town Council	Town Council	Town Council	Town Council	Town Council	Town Council	Town Council	Town Council
	Prom 2 (2)	Wookey Hole		Grand Pier	Grand Pier	Grand Pier	Grand Pier	Grand Pier	Grand Pier
				Grand Pier	Grand Pier	Grand Pier	Grand Pier	Grand Pier	Grand Pier
	Prom 3 (2)	Grand Pier	Grand Pier	Grand Pier	Grand Pier	Grand Pier	Grand Pier	Grand Pier	Grand Pier
		Grand Pier	Grand Pier	Grand Pier	Grand Pier	Grand Pier	Grand Pier	Grand Pier	Grand Pier
	Prom 4 (2)	Grand Pier	Grand Pier	Grand Pier	Grand Pier	Grand Pier	Grand Pier	Grand Pier	Grand Pier
	Grand Pier	Grand Pier	Grand Pier	Grand Pier	Grand Pier	Grand Pier	Grand Pier	Grand Pier	
VIC Front - Waterpark (2)									
VIC Side - Waterpark (2)									
Admissions Booth (1)	Wookey Hole								
£30.00 per calendar month	Ashcombe Park Upper (4)	Riverside	Riverside	Riverside	Riverside	Riverside	Riverside	Riverside	Riverside
		Grand Pier	Grand Pier	Grand Pier	Grand Pier	Grand Pier	Grand Pier	Grand Pier	Grand Pier
	Clarence Park (4)	Riverside	Riverside	Riverside	Riverside	Riverside	Riverside	Riverside	Riverside
		Grand Pier	Grand Pier	Grand Pier	Grand Pier	Grand Pier	Grand Pier	Grand Pier	Grand Pier
Bristol Road South (8)	Town Council	Town Council	Town Council	Town Council	Town Council	Town Council	Town Council	Town Council	



WESTON-SUPER-MARE TOWN COUNCIL

There are still have a number of partners that need to confirm their requirements, below is a breakdown of the turnover by allocation.

Location A (£50 per month) - **98** spots sold, from a total of 160 = £4,900.

Location B (£40 per month) - **55** spots sold, from a total of 184 = £2,200.

Location C (£30 per month) - **28** spots sold, from a total of 128 = £840.

Partners can explore each location via a direct link to Google Maps.

All sites are listed with supporting imagery, pricing details, and key information. There is also a Google Earth feature, allowing users to view the surrounding area in Street View mode.

In addition, we are now able to offer a service where we produce posters on behalf of our partners. They simply provide us with the artwork, and we take care of the print management for a management fee. The cost to the partner is £14.00 + VAT, while our cost is £8.85 + VAT.



WESTON-SUPER-MARE TOWN COUNCIL

### 3.5 Additional Opportunities

We have also identified a number of advertising opportunities following the loss of the Tropicana as a key advertising space on the seafront. The Waterpark - a few key partners were keen to promote their businesses to our audience at various locations around the park, during the main Summer Season, up to the 30<sup>th</sup> September 2026.



This opportunity can be retained or resold to a new partners every year.

The revenue generated from signage sales at the Waterpark for this season, totals **£2,050**.

It's worth noting that there has been no additional cost to the Town Council (aside from installation by our grounds team). Partners have funded and produced the signage themselves and have accepted full responsibility for any potential damage while it is in the public space.

### 3.6 Silica update

As mentioned previously, there's some work outstanding with regards to connecting the API feed between the NEW website and the Silica, but that is all in hand.

With increased focus and sign-posting from the Weston Welcomers, with will look to build upon the figures achieved from last year, during the main season.

#### **May launch 2025 – 30<sup>th</sup> September 2025.**

Sessions - **2,652**

Ave. Session time - **59** seconds

Touches - **15,341**

Ave. Touches - **5**

Search for What's On - **1,149**

Search for Interactive Map - **978**





WESTON-SUPER-MARE TOWN COUNCIL

Search for Tide Times - **747**

Search for Bus Times - **736**

Search for Business Partners – **473**

We also plan to refresh the content on the community screen and make use of the new branding tools within Silica, ensuring consistent and cohesive messaging across both distribution channels.

### 3.7 NEW Visit Weston Website

The workflow with PLASTER has been very positive, and the build is progressing well. Our Tourism Officer has done an excellent job in delivering a complete overhaul of the existing content. We are pleased to present the website to you this evening, for review.

Any additional feedback would be greatly appreciated. Please note that there are still a number of elements we need to test and amend, ahead of going live.

We anticipate a slight dip in SEO performance due to the refreshed copy and updated imagery; however, this should recover over the coming months. In the longer term, we expect to see an increase in organic search traffic, improved site performance, and longer user engagement.

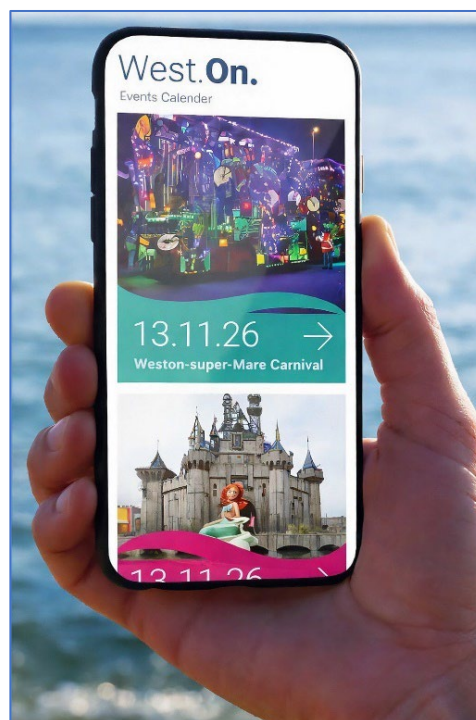
**Enjoy the demonstration!**

#### 4. Appendices

2020-2026 Visit Weston Performance Stats

#### 5. Members are recommended to:

Note the contents of the report





WESTON-SUPER-MARE TOWN COUNCIL

**Warren Parker-Mills**

Communication & Visitor Experience Manager

1<sup>st</sup> May 2026

# Tourism Packages Summary 2020-2026

**2020-2021**

**Package Breakdown**

Company	Paid for	Refunded (months)	Price paid (after refunded value)	package Month Eqv	prepay 21/22
Winstons	Bronze (3m D)	2	£ 87.50	7	£ 10.42
FIRSTBUS	Bronze (3m D)		£ 112.50	9	
Kaspas	Bronze (3m D)	10.8	-£ 22.50	-1.8	
Puxton	Platinum + (3m D)	10.5	-£ 87.50	-1.5	
ROEDEAN	Bronze (3m D)	10.5	-£ 18.75	-1.5	
THE ROYAL GROVESNOR	Gold (3m D)	10.5	-£ 43.75	-1.5	
WESTONAFIC	Silver (3m D)	10.1	-£ 22.92	-1.1	
HADLEYS	Bronze (3m D)	9	£ -	0	£ 31.25
Lakeside	Gold (3m D)	11.5	-£ 72.91	-2.5	
Albany	Silver (3m D)	9	£ -	0	£ 17.37
Wall eden	Platinum + (3m D)	9.1	-£ 9.73	-0.1	
Webbington	Platinum (3m D + 10%)	8.4	-£ 12.50	-0.3	
BELLAVISTA	Silver (3m D)	12.1	£ 17.36	0.8	
MARTYNDALE	Bronze (3m D)	9	£ -	0	
HIGHLEA	Platinum (3m D)	9	£ -	0	£ 69.44
BID	x4 Platinum (3m D)	37.2	-£ 55.56	-1.3	
KENILWORTH	Bronze (3m D)	10.3	-£ 16.67	-1.3	
The beaches	Bronze (3m D)	21	-£ 150.00	-12	
Weston college	Platinum + (3m D)	9	£ -	0	
Brean	Platinum (3m D)	£	375.00	9	
TIMBERTOPS	Silver (3m D)	9	£ -	0	
ROCKPOOL	Platinum (3m D)	9	£ -	0	£ 34.73
THELITTLE	Gold (3m D)	12	-£ 38.89	-3	
Dulhorn	Gold (3m D)	9.5	-£ 14.58	-0.5	
WESTONGOLF	Bronze	9	£ -	0	
Richs Cider	Bronze (6m D)	6	£ -	0	
Wookey	Platinum + (3m D)	9	£ -	0	
OakOver	Gold (5m D)	7	£ -	0	
Ellenborough Hall	Gold (5m D)	7	£ -	0	
Clevedon Golf	Bronze (4.8m D)	£	90.00	7.2	
SOMERSET SPEEDWAY	Bronze	12	£ -	0	
ROYAL CRESCENT	Bronze (3m D)	2	£ 87.50	7	
BUCKLEGROV	Bronze (anomoly)	14.4	-£ 180.00	-14.4	
OCEANAD	Platinum (3m D)	11.9	-£ 122.40	-2.9	
Sandbay	Bronze (3m D)	12.4	-£ 36.72	-3.4	
SANDFARM	Silver (3m D)	9	£ -	0	
Bleadon Golf	Platinum + (20% D)	9.6	£ -	0	
GILDA	Bronze (5m D)	8	-£ 100.00	-8	
		365.8	-£ 235.52	-17.1	

2019/2020 prepayment £ 5,638.32

**2019/2020 prepayment refund**

BEACHSIDE	Gold 2019-2020	-£ 116.67
COMMODORE	Bronze 2019-2020	-£ 100.00
COUNTRYV	Platinum 2019-2020	-£ 375.00
COURTF	Bronze 2019-2020	-£ 100.00
GOSOUTH	Silver 2019-2020	-£ 168.75
GRANDPIER	Gold 2019-2020	-£ 204.17
GROVELODG	Silver 2019-2020	-£ 145.83
JUMPNKACKZ	Bronze 2019-2020	-£ 75.00
MESSAGEPRIS	Platinum 2019-2020	-£ 333.33
MILTONL	Bronze 2019-2020	-£ 25.00
NANDOS	Bronze 2019-2020	-£ 37.50
NOHSARK	Platinum + 2019-2020	-£ 408.33
PROUDBAR	Bronze 2019-2020	-£ 37.50
PURNHOLIDA	Platinum 2019-2020	-£ 300.00
STONEBRIDG	Silver 2019-2020	-£ 62.50
STRAWBERR	Silver 2019-2020	-£ 104.17
THEBLITZ	Silver 2019-2020	-£ 16.67
THEGRANGE	Bronze 2019-2020	-£ 87.50
THEPIERCL	Gold 2019-2020	-£ 233.33
THESEAWAR	Platinum 2019-2020	-£ 75.00
WESTSOMER	Bronze 2019-2020	-£ 75.00

2021/2022 Prepayment (move from 20/21 >21/22) -£ 1,358.94

**Workings out above (hidden)**

**Overall Summary**

2019/2020 Prepayment Value £ 5,638.32

**2019/2020 Prepayment refunds**

Package	Number organisation who were refunded	value refunded
Bronze 2019-2020	8	-£ 537.50
Silver 2019-2020	5	-£ 497.92
Gold 2019-2020	3	-£ 554.17
Platinum 2019-2020	3	-£ 1,083.33
Platinum + 2019-2020	1	-£ 408.33
<b>subtotal</b>	<b>20</b>	<b>-£ 3,081.25</b>

**2020/2021 Packages**

Package	Number packages originally purchased	Months refunded (based on original annual price)	Profit taken
Bronze 3m discount (£112.50)	10	87	£ 42.86
Bronze (£150)	2	21	£ -
Bronze (misc)	4	28.4	-£ 190.00
Silver 3m discount (£187.50)	5	49.2	-£ 5.56
Silver (£250)			
Gold 3m discount (£262.50)	4	43.5	-£ 170.13
Gold (£350)			
Gold (Misc)	2	14	£ -
Platinum (£375)	8	67.1	£ 197.04
Platinum (£500)			
Platinum (Misc)	1	8.4	-£ 12.50
Platinum Plus 3m discount (£525)	4	37.6	-£ 97.23
Platinum Plus (£700)			
Platinum plus (misc)	1	9.6	£ -
<b>subtotals</b>	<b>41</b>	<b>365.8</b>	<b>-£ 235.52</b>

orgs prepaying within the year £ 163.21  
 final prepayment value (m12) - (value deducted from 2020/2021 to be moved into new year) -£ 1,358.94  
**2021/2022 Prepayments subtotal -£ 1,195.73**

**Total Profit £ 1,125.82**

## 2021-2022

### **Package Breakdown**

**2020/2021 Prepayment Value** £ 1,358.94

**2020/2021 Prepayment Refund (paid in 2020/2021 for the year 21/22)**

Albany	Silver (3m D)	-17.37
Hadleys	Bronze (3m D)	-31.25
HIGHLEA	Platinum (3m D)	-69.44
ROCKPOOL	Platinum (3m D)	-34.73
Winstons	Bronze (3m D)	-10.42

**2020/2021 Refund (paid in 2020/2021 for the year 2020/2021)**

BELLAVISTA	Silver( 3m D)	-17.36
THELITTLE	Gold (3m D)	-48.61

**Refunds (original payment unknown - may predate analysis)**

MESSAGEPRS	-£	333.33
WALLEDEN		-48.61

**Payments Made**

<u>Company</u>	<u>Paid for</u>	<u>Price paid</u>	
COMMODORE	invoice to clear account		120
NANDOS	invoice to clear account		45
THELITTLE	invoice to clear account		105
WALLEDEN	invoice to clear account		35
WALLEDENA	invoice to clear account		35

**Workings out above (hidden)**

### **Overall Summary**

**2020/2021 Prepayment Value** £ 1,358.94

**2020/2021 Prepayment refunds**

<u>Package</u>	<u>Number organisation who were refunded</u>	<u>value refunded</u>	
Bronze 2019-2020	2	-£	41.67
Silver 2019-2020	1	-£	17.37
Gold 2019-2020			
Platinum 2019-2020	2	-£	104.17
Platinum + 2019-2020			
<b>subtotal</b>	<b>5</b>	<b>-£</b>	<b>163.21</b>

**2020/2021 Refund (paid in 2020/2021 for the year 2020/2021)** -£ 65.97

**Refunds (original payment unknown - may predate analysis)** -£ 381.94

**Payments Made (no packages purchased - invoices to clear accounts)** £ 340.00

**Total Profit** £ 1,087.82

**2022-2023**

**Packages**

<u>Company</u>	<u>Paid for</u>	<u>Refunded (months)</u>	<u>Price paid (after refunded value)</u>	<u>package Month Eqv</u>
COUNTRYV	Platinum x2		£ 1,000.00	24
TIMBERTOPS	Platinum		£ 500.00	12
THEBEACH	Platinum + (10% D)	10.8	£ -	0
THEBEACHES	Bronze		£ 150.00	12
BISTROT	Platinum +		£ 700.00	12
ROYAL	Platinum +		£ 700.00	12
WESTONAFK	Silver		£ 250.00	12
MILTON LODGE	Bronze		£ 150.00	12
SUNSETB	Bronze		£ 150.00	12
WOOKEY	Platinum +		£ 700.00	12
CLEVEDONGOLF	Bronze		£ 150.00	12
WSMGOLF	Bronze		£ 150.00	12
WSMGOLF	Silver		£ 250.00	12
TIFFIN	Gold		£ 350.00	12
SANDBAY	Bronze		£ 150.00	12
LOCKANDCOD	Bronze		£ 150.00	12
CLASSICC	Gold		£ 350.00	12
YMCA	Platinum + (10% D)		£ 630.00	10.8
SANDBAYF	Bronze (misc)		£ 99.00	7.92
PURN	Platinum (10% D)		£ 450.00	10.8
GROVE LODGE	Bronze		£ 150.00	12
GRAND PIER	Gold		£ 350.00	12
NOAHSARK	Platinum +		£ 700.00	12
BLEADONGOLF	Platinum +		£ 700.00	12
SOVEREIGN	Platinum (10% D)		£ 450.00	10.8
OAKOVER	Gold		£ 350.00	12
RICHS	Bronze		£ 150.00	12
Weston College	Platinum +		£ 700.00	12
		10.8	10579	328.32

**Workings out above (hidden)**

**Overall Summary**

**2022/2023 Packages**

<u>Package</u>	<u>Number packages originally purchased</u>	<u>Months refunded (based on original annual price)</u>	<u>Profit taken</u>
Bronze (£150)	9		£ 1,350.00
Bronze (misc)	1		£ 99.00
Silver (£250)	2		£ 500.00
Gold (£350)	4		£ 1,400.00
Platinum (£500)	3		£ 1,500.00
Platinum (Misc)	2		£ 900.00
Platinum Plus (£700)	6		£ 4,200.00
Platinum plus (misc)	2	10.8	£ 630.00
<b>subtotals</b>	<b>29</b>	<b>10.8</b>	<b>£ 10,579.00</b>
		<b>Total Profit</b>	<b>£ 10,579.00</b>

Packages				
Company	Paid for	Refunded (months)	Price paid (after refunded value)	package Month Eqv
PLUMTREEHOUSE	Silver (£250) (2022-23 price)		£ 250.00	12
SUNSET BAY	Bronze (£165)	12	£ -	0
TIMBERTOPS	Platinum (£550)	12	£ -	0
ROCKPOOL	Platinum (£660)		£ 660.00	12
BEACHSIDE	Gold (£385)		£ 385.00	12
BISTROT	Platinum (£660)		£ 660.00	12
BLACKCAT	Food&Beverage (£99)		£ 99.00	12
BLEADONGOLF	Platinum (£660)		£ 660.00	12
BRIT	Food&Beverage (£99)		£ 99.00	12
BUSINESSLO	Bronze (£165)		£ 96.25	7
CLASSICC	Gold (£385)	12	£ -	0
CLEVEDONGOLF	Bronze (£165)		£ 165.00	12
CLEVEDONPIERHERITAGE	Gold (£385)		£ 385.00	12
COUNTRYV	Platinum (£660)		£ 660.00	12
COURTFARM	Bronze (£165)		£ 165.00	12
COVEWEST	Food&Beverage (£99)		£ 99.00	12
CRITERIONPUB	Food&Beverage (£99)		£ 99.00	12
DULHORN	Gold (£385)		£ 385.00	12
FATHEAD	Food&Beverage (£99)		£ 99.00	12
FIRSTBUS	Bronze (£165)	12	£ -	0
FORKNALE	Food&Beverage (£99)		£ 99.00	12
FRONTROOM	Bronze (£165)		£ 165.00	12
GO SOUTH	Silver (£275)		£ 275.00	12
GRAND PIER	Platinum (£660)		£ 660.00	12
GRANDATLANTIC	Gold (£385)		£ 385.00	12
GROVE LODGE	Bronze (£165)	12	£ -	0
JUMP	Bronze (£165)	12	£ -	0
KASPAS	Bronze (£165)		£ 165.00	12
LASER QUEST WESTON	Platinum (£660)		£ 660.00	12
LAURELFARM	Platinum (£660)		£ 660.00	12
LITTLETOWN	Platinum (£660) + 20% D		£ 528.00	9.6
MENDIPACTIVITYCENTRE	Platinum (£660)		£ 660.00	12
NANDOS	Bronze (£165)	12	£ -	0
NOAHSARK	Platinum (£660)		£ 660.00	12
OCEANAD	Platinum (£660)		£ 660.00	12
PURN	Platinum (£660)		£ 660.00	12
PUXTON	Platinum (£660)		£ 660.00	12
REVO	Platinum (£660)		£ 660.00	12
ROYAL	Platinum (£660)		£ 660.00	12
SANDBAY	Bronze (£165)		£ 165.00	12
SANDBAYF	Bronze (£165)		£ 165.00	12
SOUTHSANDSHOTEL	Gold (£385)		£ 385.00	12
SUPERCULTURE	Gold (£385)		£ 385.00	12
THEREGENCY	Food&Beverage (£99)		£ 99.00	12
TYNTESFIELD	Platinum (£660)		£ 660.00	12
VAULTS	Food&Beverage (£99)		£ 99.00	12
WESTONAFc	Silver (£275)		£ 275.00	12
WILLEYARTHUR	Gold (£385)		£ 385.00	12
WINSTONS	Bronze (£165)		£ 165.00	12
WINTER	Platinum (£660)		£ 660.00	12
WOOKEY	Platinum (£660)		£ 660.00	12
WOOLPACK	Food&Beverage (£99)		£ 99.00	12
HIGHLEA	Bronze (£165)		£ 165.00	12
SOVEREIGN	Platinum (£660) + 20% D		£ 450.00	8.1
WEBBINGTON	Platinum (£660) + 10% D		£ 495.00	9
WALLEDEN	Platinum (£770)		£ 770.00	12
		84	£ 19,265.25	573.7

**Cancellation of 2022/2023 package payments**

OAKOVER	Gold 2022-2023 (£350)	12	-£ 350.00
RICHs	Bronze 2022-2023 (£150)	12	-£ 150.00
THEBEACHES	Bronze 2022-2023 (£150)	12	-£ 150.00
TIFFIN	Gold 2022-2023 (£350)	12	-£ 350.00
WSMGOLF	Silver 2022-2023 (£250)	12	-£ 250.00

**Misc payments**

COLESNATHALIE	Waterpark Visit	£ 42.50
PINKERSCRAFT	Printing of Ale Trail Map	£ 166.67

**Workings out above (hidden)**

**Overall Summary**

**2023/2024 Packages**

Package	Number packages originally purchased	Months refunded (based on original annual price)	Profit taken
Bronze (£165)	13	60	£ 1,320.00
Bronze (misc)	1		£ 96.25
Silver (£250)	1		£ 250.00
Silver (£275)	2		£ 550.00
Gold (£350)	8	12	£ 2,695.00
Platinum (£550)	1	12	£ -
Platinum (£660)	17		£ 11,220.00
Platinum (Misc)	3		£ 1,473.00
Platinum Plus (£770)	1		£ 770.00
Food and Beverage (£99)	9		£ 891.00
<b>subtotals</b>	<b>56</b>	<b>84</b>	<b>£ 19,265.25</b>

**2022/2023 Refund (paid in 2022/2023 for the year 2023/2024)** -£ 1,250.00

**Payments Made (no packages purchased - misc payments)** £ 209.17

**Total Profit** £ 18,224.42

April 2024 T&L

The Visitor & Information Manager reported there were 64 current partners...

RESOLVED: That the written report of the Visitor & Information Manager be noted.

**2024-2025**

<b>Packages</b>						
Company	Paid for	Refunded (months)	Price paid (after refunded value)	package	Month Eqv	
BEACHSIDE	Gold (£420)		£	420.00	12	
BLUES BAR	Food & Beverage (£99)		£	99.00	12	
CLEVEDONGOLF	Bronze (£180)		£	180.00	12	
COURTFARM	Bronze (£180)		£	180.00	12	
FRONTROOM	Bronze (£180)		£	180.00	12	
GO SOUTH	Silver (£300)		£	300.00	12	
HIGHLEA	Bronze (£180)		£	180.00	12	
KASPAS	Bronze (£180)		£	180.00	12	
LASER QUEST WESTON	Platinum (£600)		£	600.00	12	
LAURISTON	Platinum (£600)		£	600.00	12	
OCEANAD	Platinum (£600)		£	600.00	12	
PLUMTREEHOUSE	Silver (£300)	12	£	-	0	
REVO	Platinum (£600)		£	600.00	12	
ROOKERS	Bronze (£180)		£	180.00	12	
SANDBAY	Bronze (£180)		£	180.00	12	
SANDBAYF	Bronze (£180)		£	180.00	12	
SUPERCULTURE	Gold (£420)		£	420.00	12	
WALLEDEN	Platinum (£600)		£	600.00	12	
WESTONAFB	Silver (£300)		£	300.00	12	
WILLEYARTHER	Gold (£420)		£	420.00	12	
WINSTONS	Bronze (£180)		£	180.00	12	
DULHORN	Gold (£420)	12	£	-	0	
DULHORN	Gold (£420) 3 Months		£	105.00	3	
TROPICANA	Platinum (£600) 6 Months		£	362.50	7.25	
WEBBINGTON	Platinum (£600) 10% D		£	540.00	10.8	
YMCA	Platinum (£600)	12	£	-		
YMCA	Platinum (£600) 8 mo	0	£	400.00	8	
			36	£	7,986.50	269.05

**Misc**

FBCEVENTS	7 day event highlight +banner	£	125.00
-----------	-------------------------------	---	--------

**Workings out above (hidden)**

**Overall Summary**

**2024/2025 Packages**

Package	<u>Number packages</u> originally purchased	<u>Months refunded</u> <u>(based on original</u> <u>annual price)</u>	<u>Profit taken</u>
Bronze (£180)	9		£ 1,620.00
Silver (£300)	3	12	£ 600.00
Gold (£420)	4	12	£ 1,260.00
Gold (misc)	1		£ 105.00
Platinum (£600)	6	12	£ 3,000.00
Platinum (Misc)	3		£ 1,302.50
Platinum Plus (£770)			£ -
Food and Beverage (£99)	1		£ 99.00
<b>subtotals</b>	<b>27</b>	<b>36</b>	<b>£ 7,986.50</b>

<b>Payments Made (no packages purchased - misc payments)</b>	<b>£</b>	<b>125.00</b>
--	----------	---------------

<b>Total Profit</b>	<b>£</b>	<b>8,111.50</b>
---------------------	----------	-----------------

**2025-2026**

**Packages**

<u>Company</u>	<u>Paid for</u>	<u>Refunded (months)</u>	<u>Price paid (after refunded value)</u>	<u>package Month</u>	<u>Eqv</u>
NORTON	Platinum (£600)		£ 600.00		12
SUPERCULTURE	Gold (£420)		£ 223.97		6.4
IMAGINATION	Bronze (£185)		£ 185.00		12
HIGHLEA	Bronze (£185)		£ 185.00		12
			0 £	1,928.94	42.4

**Cancellation of 2024/2025 package payments**

BLUES BAR	Food & Beverage (£99)	12	-£ 99.00
SANDBAYF	Bronze 2024-2025 (£180)	12	-£ 180.00
HIGHLEA	Bronze 2024-2025 (£180)		-£ 180.00

**Workings out above (hidden)**

**Overall Summary**

**2025/2026 Packages**

<u>Package</u>	<u>Number packages originally purchased</u>	<u>Months refunded (based on original annual price)</u>	<u>Profit taken</u>
Bronze (£185)	2	0	£ 370.00
Gold (£420)	1	0	£ 223.97
Platinum (£600)	1	0	£ 600.00
<b>subtotals</b>	<b>4</b>	<b>0</b>	<b>£ 1,193.97</b>

<b>2024/2025 Refund (paid in 2024/2025 for the year 2024/2025)</b>	<b>-£ 459.00</b>
--	------------------

<b>Total Profit</b>	<b>£ 734.97</b>
---------------------	-----------------



WESTON-SUPER-MARE TOWN COUNCIL

## **Amenities Culture & Leisure Committee 11<sup>th</sup> May 2026 Commissioning of Play and Recreational Sports Strategy Report from the CEO/ Town Clerk**

---

### **1. Purpose and Background of Report**

To seek approval from Members to commission Sports and Play Consulting Ltd to develop a comprehensive Play and Recreational Sports Strategy for Weston-super-Mare Town Council following previous report to committee and quotation for undertaking now having been received.

#### **Background**

At the previous meeting of the Amenities, Culture & Leisure Committee, Members considered a report on the development of a Play Strategy and resolved:

- To note the work undertaken to date
- To approve initial engagement with Sports and Play Consulting Ltd
- To fund this work from the EMRRP budget
- To receive a further report as the strategy development progressed

Members also expressed a desire to be involved early in the process and as such 3 members attended an initial site and briefing meeting with the consultant on 25 March 2026.

At that meeting, it was reaffirmed that the work undertaken with the Play Consultants to date represents:

- A condition assessment and evaluation of sites, and
- Supporting design and investment guidance had already been commissioned and adopted but this did not constitute a formal strategy.

### **2. Developments since Previous Report**

Following the site visit and discussions with Members and officers, it has become clear that:

- The scope of work required extends beyond a Play Strategy alone
- There is a need to incorporate recreational sports provision into a single, overarching strategy  
This needs to reflect:
  - The scale and geography of Weston-super-Mare
  - The range of assets under Council ownership (including MUGAs, wheeled sports, and outdoor fitness)
  - The fact that many existing sites already serve both play and informal sports functions



WESTON-SUPER-MARE TOWN COUNCIL

The consultant has therefore proposed the development of a combined Play and Recreational Sports Strategy for members to consider.

### 3. Strategic Need

The Council has already committed, and is continuing to commit, significant capital investment into its play areas, alongside the potential acquisition of additional sites through devolution.

The existing reports provide a strong evidence base, however they do not:

- Prioritise investment across all sites in a strategic way
  - Identify which sites should serve as destination, neighbourhood or local provision
  - Consider the relationship between play and recreational sport provision
  - Provide a long-term, costed delivery plan aligned to Council priorities
- The consultant's proposal will address this by producing a strategy that:
- Covers 26 sites (18 existing WSMTC + 8 NSC sites)
  - Includes both play and recreational sports provision (MUGAs, skate parks, fitness equipment etc.)
  - Provides a fully costed and prioritised action plan
  - Identifies key strategic "destination" sites for major investment
  - Aligns with the Council's 10-year strategy and long-term planning
- Without this strategic framework, there is a risk that future investment decisions are made in isolation and do not deliver the best outcomes for residents.

### 5. Consultant Proposal

Sports and Play Consulting Ltd have submitted a formal proposal to deliver a Play and Recreational Sports Strategy.

#### Scope of Work

The strategy will include:

- Review of all existing and proposed play and recreational sports sites
  - Site visits across the full portfolio
  - Stakeholder engagement (clubs, community groups, youth organisations)
  - Development of a prioritised and costed action plan
  - Identification of strategic sites for major investment (2–3 masterplans)
  - Mapping of catchment areas and community impact
  - Long-term monitoring and delivery framework
- The strategy will also provide:
- Budget allocation guidance by site
  - Evidence to support future funding bids



WESTON-SUPER-MARE TOWN COUNCIL

- Clear justification for capital investment decisions

### Cost

The consultant has provided the following fixed fee:

- Play Strategy: £12,750
- Sports & Fitness Strategy: £6,750
- Total: £19,500 (excl. VAT)

The work is expected to be completed within 12–16 weeks.

Payment would be made in staged quarterly instalments based on progress.

### 6. Financial Implications

In accordance with the Council's Financial Regulations and Standing Orders relating to procurement and financial control, the proposed appointment is considered to represent specialist work where it is appropriate to engage a suitably qualified and experienced provider. The recommended consultant has demonstrable expertise in this field and is therefore considered to offer best value in delivering the required outcomes.

It is proposed that the cost of **£19,500 (ex VAT)** be funded from the Council's EMRRP (Earmarked Reserve for Recreation and Play Provision) budget.

This reserve is specifically intended to support the development and improvement of recreational infrastructure and is therefore the appropriate funding source.

### 7. Risk Considerations

#### Financial Risk

The Council is committing to significant capital investment in play and recreational facilities. Without a strategy, there is a risk that funding is not allocated effectively or does not deliver maximum community benefit.

The proposed strategy mitigates this by providing a clear, evidence-based investment framework.

- Over the last 5 year period (2021- to date) the council has made capital investment into its play areas of £888,013. Investment in a robust Play & Sports Strategy equates to 2.19% of this investment
- In the next 5 years the council is expected to make capital investment of up to £665,000 ( based on the previously approved 5 year budget strategy included within the review of the councils existing play areas – prior to any new assets being



WESTON-SUPER-MARE TOWN COUNCIL

taken over from NSC as a result of devolution). Investment in a robust Play & Sports Strategy equates to 2.9% of this future investment.

### **Strategic Risk**

Failure to develop a formal strategy may result in:

- Inconsistent decision-making
  - Missed opportunities to develop key sites
  - Lack of alignment with wider Council objectives
- The strategy will provide a cohesive and long-term vision.

### **Operational Risk**

The potential transfer of additional sites through devolution will increase the Council's responsibilities.

Without a strategy, there is a risk that:

- Resources are overstretched
  - Maintenance and investment priorities are unclear
- The strategy will support prioritisation and resource planning.

### **Reputational Risk**

The Council is making visible investments in public facilities. Poorly planned or inconsistent improvements may lead to:

- Public dissatisfaction
  - Perception of unfair or unbalanced investment
- A formal strategy demonstrates a transparent and considered approach.

## **8. Next Steps**

Subject to approval, officers will:

- Confirm appointment of Sports and Play Consulting Ltd
- Provide required information to support the strategy development
- Facilitate stakeholder engagement and site access
- Receive and present the completed strategy to Committee and Full Council

## **9. Recommendations**

Members are requested to:

1. Note the outcome of the initial engagement and site meeting with the consultant.
2. Acknowledge the need to expand the scope to include a combined Play and Recreational Sports Strategy.



WESTON-SUPER-MARE TOWN COUNCIL

3. Approve the commissioning of Sports and Play Consulting Ltd to deliver the strategy at a cost of £19,500 (ex VAT).
4. Agree that the cost be funded from the Council's EMRRP budget.
5. Request that the completed strategy be brought back to Committee and Full Council for approval.

**Sarah Pearse**

CEO/ Town Clerk

30<sup>th</sup> April 2026