

**WESTON-SUPER- MARE TOWN COUNCIL  
MINUTES OF THE TOURISM AND LEISURE COMMITTEE  
HELD AT THE BLAKEHAY ON TUESDAY 12<sup>th</sup> April 2022**

**Meeting Commenced:** 2.34 pm

**Meeting Concluded:** 4.15 pm

**PRESENT:** Councillors Peter Crew (Chairman), Ray Armstrong, David Dash, Jan Holloway, Alan Peak, Roger Bailey, Peter McAleer, Marcia Pepperall and Catherine Gibbons.

**ALSO IN ATTENDANCE:** Fay Powell (Assistant Town Clerk-Operational Services), Caroline Darlington (Tourism Manager), Matthew Hardy (Services Co-ordinator, Sally Heath (Blakehay Manager), Dena Smart (Welcome Host Team Leader), Bev Trevitt (Welcome Host Team Leader), Dave Peters (Welcome Host Team Leader) and Rebecca Saunders (Civic & Committee Officer).

**394 Apologies of Absence and Notifications of Substitutions**

Apologies for absence were received from Councillor David Hitchins Substituted Councillor Roger Bailey.

Zoe Scott (Grounds Coordinator).

**395 Declarations of Interest**

There were no declarations of interest received.

**396 To approve the accuracy of the minutes of the Tourism and Leisure Committee meeting held on the 15<sup>th</sup> February 2021**

The minutes of the meeting had been previously circulated with the agenda.

**PROPOSED BY:** Councillor Jan Holloway

**SECONDED BY:** Councillor Alan Peak

A vote was taken and **carried**. Accordingly,

**RESOLVED:** That the minutes be approved as a true record of the meeting and signed by the Chairman.

*Standing orders were suspended at 2.37 pm while a presentation on marketing and advertising for Visit Weston was given by the Service Coordinator, a brief History of the Blakehay Theatre was given by Councillor John Crockford-Hawley and a tour of the theatre was given by the Theatre Manager.*

*Standing Orders were resumed at 3.18 pm.*

*Councillor Catherine Gibbons and the Theatre Manager did not return to the meeting.*

**397 Budgets 2021 2022 & Overview of 2022 / 2023**

The Assistant Town Clerk explained That Deputy Town Clerk was absent from the meeting due to heavy workload with End of Year cut off.

Therefore, it was decided to defer the item until the next agenda.

**RESOLVED:** That Budgets 2021/2022 & 2022/2023 be deferred until next agenda.

## **398 Waterpark**

### .1 Preparation & Maintenance

A report from The Assistant Town Clerk (Operational Services) had been circulated prior to the meeting.

The Assistant Town Clerk further reported that the water quality at the site had been passed earlier that day and would be opening as planned on 15<sup>th</sup> April.

It would be a 7-day operation for the season.

The plant room was well stocked with spare parts and chemicals, the grounds team would be visiting the site 3 times daily to carry out water checks to ensure the site would stay open and felt positive that the opening would be smooth running now maintenance had been brought in house and a new local supplier was being used.

A member enquired if the facility was self-supporting.

The Assistant Town Clerk (Operational Services) reported that the team were hoping takings would be up for the season and would at least break even as payments could be taken via card machines.

### *3.25 Councillor Catherine Gibbons re-Joined the meeting*

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

### .2 VIC Satellite Update

A verbal report and presentation was given by the Services Coordinator.

It was highlighted that the visibility had been improved from the seafront with the addition of large flags.

Assets such as the Museum and Blakehay were now being advertised on the side and options were being explored to get third parties to pay to advertise too, with an open day planned to showcase this.

It had been a challenge preparing for operating at the new, smaller site but the team were confident they were now at a good starting point and had good processes in place to manage queues with hand held card machines and a new system in place where paid visitors would be issued with a wristband making them easily identified. The fee to enter the Waterpark would remain at £2.50 per child and adults free during 10am-4pm and all visitors free after 4pm.

A member enquired if prepaid season tickets was an option especially for local visitors.

The Tourism Manager advised that the option being looked into.

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

The reports of The Tourism Manager had been circulated prior to the meeting.

.1 Tuk Tuk Locations

The Tourism Manager added that a rota of locations had now been put together which included The Tropicana, Grand Pier and the Silica but the Train station was going to be a focused site due to the high footfall.

Tesco was also a site that would be well used and the management at the site was very supportive. All new staff were being trained to drive the Tuk Tuk's as they had limitations which all drivers needed to be mindful of.

Although the Tuk Tuk's could not be used to sell products vouchers for Town Council facilities could be issued to visitors from them and they would also be used to replenish stock at the VIC.

A member suggested it would be good to site the Tuk Tuk's at out of town sites such as The Campus occasionally too.

**RESLOVED:** That the report be noted.

.2 Welcome Hosts

A verbal update was given by the Tourism Manager

It was reported that a great team had been put together from returning and new staff and introduced Dena Smart, Bev Trevitt and Dave Peters as Team Leaders to the meeting.

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

**400 Tourism Function Update**

The report of the Tourism Manager had been circulated prior to the meeting.

.1 Visit Weston Partners

The Tourism Manager advised that some great new partners had been signed up such as Revo on the seafront.

Partners already signed such as The Timbertops Hotel had reported good results with 3 months of full bookings as a direct result of the advertising.

A mixed response from businesses was noted with some keen to sign and some needing more encouragement.

A member reported that they were disappointed to see in the report that the BID had chosen not to renew as they had an SLA with the Town Council and would like any members on the BID Panel.

It was also questioned if Pride Bar owed funds for past membership and suggested that the new bus company Stage Coach may be good to approach with regards to membership.

**RESOLVED:** That members on the BID panel express the committee's disappointment in the decision not to renew their membership.

## .2 Statistics

The Service Coordinator reported the Instagram account was proving very popular and going from strength to strength.

The Tik Tok platform was not being used due to the need to upload regular content but the new casuals may be able to utilise the new smart phones to provide more updates.

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

### **401 Website – Progress Update**

The report of the Services Coordinator had been circulated prior to the meeting.

It was noted that the style of the new website reflected the style of the new logo which linked in well.

The timing was on track for the arranged launch date in May.

A member advised the importance of keeping the new site as up to date as much as possible with new events and older events removed.

**RESLOVED:** That the report be noted.

*4.03 pm The Welcome Host and Team Leaders left the meeting.*

### **402 Castle Batch Update**

The Assistant Town Clerk (Operational Services) reported that a meeting was scheduled for the 26<sup>th</sup> April to discuss the consultation phase with external community groups. This would ensure the questions used during consultation collected the correct data needed and offered everyone the chance to express their views and opinions in an accessible way.

An initial discussion had been held with Big Worle so the intention was to pull funds from EMR, Big Worle and grant match funding for the site.

The next step would then be to go out to tender, a lengthy process but would eventually result in Weston's only SENCO Play area and the second in the whole of Somerset.

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

## **403 Play Area Update**

The Assistant Town Clerk (Operational Services) reported that GB Sports & Leisure were now carrying out monthly inspections of all parks and play areas. Procurement for servicing, repairs and larger equipment to be replaced would soon be going out.

A member voiced their disappointment that the West Wick site had still not been fully adopted and the facilities there were deteriorating in the delay.

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

### **AOB**

A member raised the issue of Ashcombe Park toilets being out of use still.

The Chairman advised that this was out of this committee's remit to discuss.

Signed: ..... Dated: .....  
**Chairman of the Tourism & Leisure Committee**

	Actual Current Mth	Actual Year To Date	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	% Spent
<b>480 Tourism &amp; Marketing</b>							
6007 Grove House Recharge	0	0	98	98		98	0.0%
6008 Grove Lodge Recharges	0	0	90	90		90	0.0%
Tourism & Marketing :- Indirect Expenditure	0	0	188	188	0	188	0.0%
Net Expenditure	0	0	(188)	(188)			
<b>481 Tourism Love Weston / Dest Mar</b>							
1040 VIC Advertising Income	0	2,330	20,000	17,670			11.7%
Tourism Love Weston / Dest Mar :- Income	0	2,330	20,000	17,670			11.6%
4000 Staffing Costs	0	2,432	31,482	29,050		29,050	7.7%
4039 Advertising & Marketing	0	234	25,000	24,766		24,766	0.9%
4041 Fees, Subs and Conferences	0	0	1,100	1,100		1,100	0.0%
4062 Tourism-Love Weston website	1,538	18,375	11,500	(6,875)		(6,875)	159.8%
6000 Admin Salaries Recharge	0	0	894	894		894	0.0%
6005 Admin Overhead Recharge	0	0	291	291		291	0.0%
6007 Grove House Recharge	0	22	0	(22)		(22)	0.0%
6008 Grove Lodge Recharges	0	19	0	(19)		(19)	0.0%
Tourism Love Weston / Dest Mar :- Indirect Expenditure	1,538	21,082	70,267	49,185	0	49,185	30.0%
Net Income over Expenditure	(1,538)	(18,752)	(50,267)	(31,515)			
<b>482 Tourism VIC costs</b>							
1040 VIC Advertising Income	0	0	1,200	1,200			0.0%
1043 VIC Retail/Shop Income	0	0	16,500	16,500			0.0%
1044 VIC Ticket sales	0	0	2,000	2,000			0.0%
Tourism VIC costs :- Income	0	0	19,700	19,700			0.0%
4000 Staffing Costs	190	6,195	53,093	46,898		46,898	11.7%
4013 Training	0	76	1,283	1,207		1,207	5.9%
4014 P P E / Health & Safety	0	493	1,000	507		507	49.3%
4031 Equipment - Rental	15	15	1,956	1,941		1,941	0.8%
4034 Equipment Repairs	0	0	1,000	1,000		1,000	0.0%
4035 Telephone	71	251	335	84		84	74.8%
4036 Stationery	0	19	500	481		481	3.8%
4039 Advertising & Marketing	0	0	1,000	1,000		1,000	0.0%
4062 Tourism-Love Weston website	205	205	0	(205)		(205)	0.0%
4119 Notice Boards	0	0	1,700	1,700		1,700	0.0%
4136 Credit Card Chgs	0	35	911	876		876	3.8%
4209 TIC -equipment purchase	88	428	4,000	3,572		3,572	10.7%

	Actual Current Mth	Actual Year To Date	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	% Spent
4225 VIC Stock	118	118	7,000	6,882		6,882	1.7%
6000 Admin Salaries Recharge	0	1,253	0	(1,253)		(1,253)	0.0%
6005 Admin Overhead Recharge	0	(223)	0	223		223	0.0%
6030 Operational Staffing Recharge	0	2,006	3,354	1,348		1,348	59.8%
6035 Operational Overhead Recharge	0	0	281	281		281	0.0%
Tourism VIC costs :- Indirect Expenditure	<u>687</u>	<u>10,870</u>	<u>77,413</u>	<u>66,543</u>	<u>0</u>	<u>66,543</u>	<u>14.0%</u>
Net Income over Expenditure	<u>(687)</u>	<u>(10,870)</u>	<u>(57,713)</u>	<u>(46,843)</u>			
Grand Totals:- Income	0	2,330	39,700	37,370			5.9%
Expenditure	2,225	31,953	147,868	115,915	0	115,915	21.6%
Net Income over Expenditure	<u>(2,225)</u>	<u>(29,623)</u>	<u>(108,168)</u>	<u>(78,545)</u>			
Movement to/(from) Gen Reserve	<u>(2,225)</u>	<u>(29,623)</u>					

	Actual Current Mth	Actual Year To Date	Current Annual Bud	Variance Annual Total	Committed Expenditure	Funds Available	% Spent
<b>470 Parks &amp; Play Areas</b>							
1076 Water Play Area Kiosk Income	0	0	7,000	7,000			0.0%
1077 Water Park Admissions	3,035	8,105	30,000	21,895			27.0%
<b>Parks &amp; Play Areas :- Income</b>	<b>3,035</b>	<b>8,105</b>	<b>37,000</b>	<b>28,895</b>			<b>21.9%</b>
4039 Advertising & Marketing	0	0	250	250		250	0.0%
4102 NNDR	0	0	449	449		449	0.0%
4104 Utilities - Water	114	335	4,000	3,665		3,665	8.4%
4105 Utilities - Heat & Light	0	224	6,500	6,276		6,276	3.4%
4138 Water Play Area Rent	976	1,775	10,242	8,467		8,467	17.3%
4140 Recreation Grounds	78,060	78,060	81,338	3,278		3,278	96.0%
4300 Parks&Play Area EMRRP Holding	150	150	157,791	157,641		157,641	0.1%
4314 Locking Castle (Maltlands)	0	7	7	0		0	95.0%
4319 Water Adventure Play Park	0	2,202	2,202	(0)		(0)	100.0%
4911 Residents Scheme Pass Set Up	0	0	5,000	5,000		5,000	0.0%
6000 Admin Salaries Recharge	0	1,358	969	(389)		(389)	140.1%
6005 Admin Overhead Recharge	0	(196)	256	452		452	(76.6%)
6007 Grove House Recharge	0	24	111	87		87	21.6%
6008 Grove Lodge Recharges	0	21	13	(8)		(8)	161.5%
6010 Grounds Salaries Recharge	0	2,502	4,944	2,442		2,442	50.6%
6015 Grounds Overhead Recharge	0	1,027	1,741	714		714	59.0%
6030 Operational Staffing Recharge	0	334	559	225		225	59.7%
6035 Operational Overhead Recharge	0	0	47	47		47	0.0%
<b>Parks &amp; Play Areas :- Indirect Expenditure</b>	<b>79,301</b>	<b>87,823</b>	<b>276,419</b>	<b>188,596</b>	<b>0</b>	<b>188,596</b>	<b>31.8%</b>
<b>Net Income over Expenditure</b>	<b>(76,266)</b>	<b>(79,718)</b>	<b>(239,419)</b>	<b>(159,701)</b>			
<b>Grand Totals:- Income</b>	<b>3,035</b>	<b>8,105</b>	<b>37,000</b>	<b>28,895</b>			<b>21.9%</b>
<b>Expenditure</b>	<b>79,301</b>	<b>87,823</b>	<b>276,419</b>	<b>188,596</b>	<b>0</b>	<b>188,596</b>	<b>31.8%</b>
<b>Net Income over Expenditure</b>	<b>(76,266)</b>	<b>(79,718)</b>	<b>(239,419)</b>	<b>(159,701)</b>			
<b>Movement to/(from) Gen Reserve</b>	<b>(76,266)</b>	<b>(79,718)</b>					



**Report to the Tourism and Leisure Committee 14/06/2022**  
**Play Area Project Procurement 2022**  
**Report of the Development Officer and Deputy Town Clerk**

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There are two play area project currently out to Expression of Interest to procure contractors:

- Design and Build of a SEN Play Area at Castle Batch Park
- Measured Term Contract for Planned Maintenance and supply of Equipment for works on the Councils Outdoor Play Areas Various Locations

The Design of a SEN play area was resolved by the Town Council previously. A measured term contracted for planned play area maintenance will allow us to designate a programme of works throughout the financial year to ensure play areas are maintained to an acceptable level.

Both projects will require a full tender process, with interviews taking place.

The programme for both projects is as follows:

Tender Period	Start	Finish
SEN Play Area	Fri 15/07/22	Fri 09/09/22
Contracted Play Area Maintenance	Thu 16/06/22	Fri 05/08/22
Interviews	Start	Finish
SEN Play Area	Mon 26/09/22	Fri 30/09/22
Contracted Play Area Maintenance	Mon 15/08/22	Fri 19/08/22
Committee Reporting to	Start	Finish
MTC Play Area Maintenance	*Thu 25/08/22	*Thu 25/08/22
SEN Play Area at Castle Batch	Tue 04/10/22	Tue 04/10/22

\*require for an additional meeting to be called on the 25<sup>th</sup> August in order to meet procurement deadlines.

Members may wish to consider the inclusion of Special Educational Needs Coordinators (SENCO) on the interview panel for the SEN Play Area interviews, to allow for additional expertise. This methodology has been employed previously, with Skate park users sitting on the panel for Skate park works carried out in 2017. As part of the consultation for the SEN Play Area, the Development Officer worked with three SENCOs, from Weston College, Priory School and Westhaven School. They helped to design the consultation questionnaire to ensure it was appropriate for users. This does not need to be in a voting/scoring capacity, but they could provide support and answer questions.

**Members are requested to:**

- Designate an interview panel for both sets of interviews.
- Consider and provide direction on the inclusion of SENCOs on interview panel to support decision making process.

**Report from Caroline Darlington - Tourism Manager, Matt Hardy - Operational Services Manager to the Tourism & Leisure Committee 14<sup>th</sup> June 2022**

**7. Tourism Updates**

**7.1 Partner Update**

<b>ACCOMMODATION</b>		
<b>Albany Lodge</b>	Silver	Closed business, may open 3 rooms by Easter but will sell on Airbnb
<b>Basecamp at Mendip Activity Centre</b>	Platinum	New sign up since last report
<b>The Beaches Guest House</b>	silver	Maybe
<b>The Beach (YMCA)</b>	Platinum Plus	New sign up since last report
<b>Beachside Holiday Park</b>	Gold	yes
<b>Bella Vista Guest House</b>	Silver	Unsure, have been unable to contact
<b>Bridge Hall Apartments</b>	Gold	yes
<b>Buckle Grove Holiday Park</b>	Bronze	Dependent on Wookey Hole re-signing
<b>The Commodore Hotel NOW SOUTH SANDS</b>	Bronze	Maybe, still in hand and constantly chasing
<b>Country View Holiday Park</b>	Platinum	Has re-joined at Platinum
<b>Court Farm Country Park</b>	Bronze	Yes
<b>Dulhorn Farm Holiday Park</b>	Gold	Yes
<b>Ellenborough Hall Holiday Apartments</b>	Gold	No
<b>Florence Guest House</b>	Bronze	Maybe, deciding whether to re-open
<b>Go South, The Beach House</b>	Silver	yes
<b>Go South, Kyrenia Apartments</b>	Silver	yes
<b>Go South, Salisbury Court Apartments</b>	Silver	yes
<b>Grove Lodge</b>	Silver	yes
<b>Highlea House</b>	Platinum	yes but will downgrade package

**Report from Caroline Darlington - Tourism Manager, Matt Hardy - Operational Services Manager to the Tourism & Leisure Committee 14<sup>th</sup> June 2022**

<b>ACCOMMODATION</b>		
<b>Kenilworth Guest House</b>	Gold	no, sold up
<b>Lakeside Holiday Park</b>	gold	Taken over 01/02 by Royale Resorts
<b>Lauriston Hotel</b>	Platinum	Trying to contact the college
<b>Lewinsdale Lodge</b>	Platinum	Pending a visit, new owners. They have asked to postpone visit until refurb
<b>Martyndale Suites now ROYAL CRESCENT APTS</b>	Bronze	yes
<b>Mendip View Luxury Lodges</b>	Bronze	Dependent on Wookey Hole re-signing
<b>Milton Lodge</b>	Bronze	yes
<b>Oakover Guest House</b>	gold	
<b>Riverside Holiday Park</b>	Platinum	Yes
<b>Roedean Guest House</b>	bronze	Closed
<b>Royal Grosvenor Hotel</b>	gold	yes
<b>Sand Bay Retreat</b>	Bronze	Yes
<b>Sand Farm Caravan &amp; Camping Site</b>	Silver	Yes
<b>Stonebridge Farm Caravan Park</b>	Silver	Yes
<b>Strawberryfield Holiday Park</b>	Silver	
<b>Sunset Bay Hotel</b>	Bronze	Yes
<b>Timbertop</b>	Gold	NEW SIGNING from 1 <sup>st</sup> April
<b>Wall Eden Farm</b>	Plat Plus	Yes
<b>Webbington Farm Holiday Cottages</b>	Platinum	Yes

<b>ATTRACTIONS</b>		
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**Report from Caroline Darlington - Tourism Manager, Matt Hardy - Operational Services Manager to the Tourism & Leisure Committee 14<sup>th</sup> June 2022**

<b>ATTRACTIONS</b>		
<b>The Bishop's Palace</b>	Bronze	Yes
<b>The Blakehay Theatre</b>	Plat Plus	Yes
<b>Bleadon Hill Golf Course</b>	Plat Plus	Maybe
<b>Brean Theme Park</b>	Platinum	In negotiation with all Brean parks. Awaiting decision from their marketing dept. after a marketing meeting due soon
<b>Clevedon Golf Centre</b>	Bronze	
<b>Clevedon Pier &amp; Heritage Trust</b>	Gold	
<b>Clip n Climb</b>	Platinum	Yes
<b>Court Farm Country Park</b>	Bronze	Yes
<b>The Grand Pier</b>	Gold	Yes
<b>Jump n Jackz</b>	bronze	
<b>Mendip Activity Centre</b>	Platinum	New signing since last report
<b>Mendips Raceway</b>	bronze	
<b>Noah's Ark Zoo Farm</b>	Plat Plus	Yes
<b>Ocean Adventurers</b>	Platinum	Yes
<b>Puxton Park</b>	Plat Plus	Yes
<b>Rich's Cider</b>	Bronze	
<b>Water Adventure Play Park</b>	Platinum	
<b>West Somerset Railway</b>	bronze	
<b>Weston Museum</b>	Plat Plus	
<b>Weston-super-Mare Golf Club</b>	Silver	
<b>Weston-super-Mare AFC</b>	silver	Yes

**Report from Caroline Darlington - Tourism Manager, Matt Hardy - Operational Services Manager to the Tourism & Leisure Committee 14<sup>th</sup> June 2022**

<b>ATTRACTIONS</b>		
<b>The Winter Gardens Pavilion</b>	Plat Plus	
<b>Wookey Hole Caves</b>	Plat Plus	Yes

<b>RESTAURANTS</b>		
<b>Bistrot Pierre</b>	Platinum	Yes at Platinum Plus
<b>The Blitz Tearoom</b>	Bronze	
<b>Hadleys at Number One</b>	Bronze	Closed
<b>Kaspa's Desserts</b>	bronze	
<b>Nando's</b>	Bronze	
<b>Proud Bar</b>	Bronze	Never paid
<b>Revo Kitchen &amp; Golf</b>	Bronze	New signing since last report
<b>Tiffin at The Beach</b>	Gold	Dave Peters to follow up
<b>Tiffin at The Pier</b>	Gold	Dave Peters to follow up
<b>Winston's Fish Bar</b>	Bronze	

<b>SHOPPING</b>		
<b>(BID) Dolphin Square</b>	Platinum	No they have given almost all their budget to WPA and have no funds for Visit Weston
<b>Grove Village (BID)</b>	Platinum	Ditto
<b>High Street (BID)</b>	Platinum	Ditto
<b>Orchard Meadows (BID)</b>	Platinum	ditto
<b>Town Centre Gateway (BID)</b>	Platinum	ditto
<b>Sovereign Shopping Centre</b>	Platinum	
<b>First Bus</b>	bronze	

## Report from Caroline Darlington - Tourism Manager, Matt Hardy - Operational Services Manager to the Tourism & Leisure Committee 14<sup>th</sup> June 2022

### 7.2 Team Update

Welcome Hosts have called into over 90 local businesses (full list below) to make them aware of the satellite VIC location and give them the information they need to signpost visitors. This is something we will continue to do during the season in order to reach as many of their staff as possible. We are also distributing our new business cards where the venues are amenable.

	Business Name	Location	Business Cards
1	Wendy Smoking Shop	Alexandra Parade	
2	Sandringham Gifts	Beach Road	
3	Ella's	Beach Road	
4	The Beach Hut	Beach Road	
5	Grand Atlantic Hotel	Beach Road	
6	Winston's fish bar	Beach Road	
7	Loco Mexicano	Beach Road	
8	Seaton Restaurant	Beach Road	
9	Brunello Lounge	Beach Road	
10	Brewer's Fayre	Beach Road	
11	Premier Inn	Beach Road	
12	Morgans Bar	Beach Road	
13	The Ocean Hotel	Birnbeck Road	
14	The Brig	Birnbeck Road	
15	Cove Cafe	Birnbeck Road	
16	The Captain's Cabin	Birnbeck Road	
17	Lifeboat shop	Birnbeck Road	
18	Premier Shop	Boulevard	
19	Toogies	Boulevard	
20	Anchor Head Hotel	Claremont Crescent	
21	The Coffee House	High Street	Yes
22	Gardens Cafe	High Street	
23	Café Nero	High Street	
24	The Stables Games room	High Street	
25	Indoor Market	High Street	
26	Bubble Tea	High Street	
27	Coffee House	High Street	
28	Job Centre	High Street	
29	Heels Repairs	High Street	
30	The Phone Guy	High Street	
31	Go4Gadgets	High Street	
32	Crafts & Curious Africa	High Street	
33	Johns Gift Shop	High Street	
34	Enchanted Retreat	James Street	
35	Hill's Bakers	James Street	
36	The Market Place	James Street	
37	Mr Perkins Sweet Shop	James Street	
38	Dr Fox's Tea room	Knightstone Causeway	

**Report from Caroline Darlington - Tourism Manager, Matt Hardy - Operational Services Manager to the Tourism & Leisure Committee 14<sup>th</sup> June 2022**

	Business Name	Location	Business Cards
39	Stones Cafe	Knightstone Causeway	
40	The Old Colonial	Knightstone Road	
41	Thatched Cottage	Knightstone Road	
42	Nick's Eatery	Knightstone Road	
43	Grosvenor Hotel	Knightstone Road	
44	Cabot Court Hotel	Knightstone Road	
45	Midland Hotel	Knightstone Road	
46	Birchfield Hotel	Manilla Crescent	
47	Victorian Cafe	Marine Parade	
48	The Grand Pier	Marine Parade	Yes
49	Behind Bars	Meadow Street	
50	Against Unique Gift Shop	Meadow Street	
51	Rose & Amber	Meadow Street	
52	Jimmys cafe	Meadow Street	
53	MT Games	Meadow Street	
54	Lock & Key	Meadow Street	
55	Dolphin Pets	Meadow Street	
56	Gardners Fruit	Meadow Street	
57	Winnies	Meadow Street	
58	Outdoor & Active	Meadow Street	Yes
59	Record Shop	Orchard Street	
60	Weston Music Shop	Orchard Street	
61	CP Recruitment	Orchard Street	
62	Vapour Trails	Orchard Street	
63	Waterfront fish bar	Regent Street	
64	The World Famous Sweet Shop	Regent Street	
65	Luigi's Sweet Shop	Regent Street	
66	Scoops	Regent Street	
67	Good & Proper	Regent Street	
68	Omlette Bar	Regent Street	
69	Treasure Chest	Regent Street	
70	PJ's	Royal Parade	
71	Next Level Tattoo's	Royal Parade	
72	Royal Hotel	South Parade	
73	Olea	South Parade	
74	Grape Tree	Sovereign Centre	
75	Parson's	Sovereign Centre	
76	Trespass	Sovereign Centre	
77	Nelly Boutique	Sovereign Centre	
78	Bakers Dolphin	Sovereign Centre	
79	Fone Fixers	Sovereign Centre	
80	York Hotel	St Margarets Terrace	
81	Railway Station	Station Road	Yes
82	John's Rock Shop	Victoria Square	

**Report from Caroline Darlington - Tourism Manager, Matt Hardy - Operational Services Manager to the Tourism & Leisure Committee 14<sup>th</sup> June 2022**

	Business Name	Location	Business Cards
83	The Stable	Wadham Street	
84	Palace Cafe	Waterloo Street	
85	Cash Generator	Waterloo Street	
86	Funeral Directors	Waterloo Street	
87	The Strange Catch	West Street	
88	Blueberries Cafe	West Street	
89	Fade Legends	West Street	
90	Smart Barbers	West Street	
91	Food Den	West Street	
92	All Stars Sports Bar	Regent Street	No

### **7.3 Satellite VIC**

Due to a combination of the flag flying at the VIC, the noticeboard attached to the side of it, social media and mostly verbal updating from the Welcome Hosts, there has been a significant increase in the number of tourists making inquiries in person at the satellite VIC. We are adjusting the rota to include extra staff during the school holidays when there will be queues for the Waterpark simultaneously.

The new council noticeboard attached to the side of the VIC is proving very successful. With staff there daily, the noticeboard is kept up to date every day and events are arranged in date sequence.

The Blakehay Theatre will be holding pop up box office events at the Waterpark on 9<sup>th</sup> July and 17<sup>th</sup> August.

At the time of writing this report, the waterpark has welcomed nearly 3,500 paying guests.

### **7.4 Mobile VIC**

As reported in April, the planned locations have been successfully implemented and the tuk tuks have been welcoming our visitors at

- The railway station
- Outside the Tropicana and travelling between there and Royal Sands
- At the Grand Pier on the Promenade and travelling between there and the Waterpark
- Outside Costa Coffee on the High Street

In addition to being with the tuk tuks, the Welcome hosts have walked in pairs along the Promenade between the Tropicana and the Pier, in the High Street, Orchard Meadows and between the Pier and Marine Lake.

There has been some excellent social media coverage of the tuk tuks and the Welcome Hosts on Facebook and Instagram that were posted by visitors and extra coverage from hosting our three visitors from Hildesheim who thoroughly enjoyed their day dressed as Welcome Hosts, flying the flag and being driven to the end of the Grand Pier in our tuk tuk.



## **Report from Caroline Darlington - Tourism Manager, Matt Hardy - Operational Services Manager to the Tourism & Leisure Committee 14<sup>th</sup> June 2022**

Both tuk tuks are now out of warranty and it must be noted, unfortunately, that one is currently in a repair shop awaiting diagnosis of an electrical problem with the batteries, of which we are advised there are nearly 400 on board. The repair shop is liaising with the supplier.

### **7.5 & 7.6 STATISTICS AND WEBSITE UPDATE**

In May, one of our Facebook posts reached nearly 50,000 people on its own, most posts achieve an average of 1,500 people. Instagram also saw a massive increase in engagement. It is interesting to note that of the nearly 7,000 people who regularly follow our Facebook, half are from Weston-super-Mare so we are achieving much local engagement. Across all of our social media channels, our current following close to 14,000 people.

Website traffic in April and May achieved 173,263 page views. An increase of 46.7% against February and March. We have also seen a 42% increase of users in the same period. Members may also be interested to know that we have seen an increase in users from the London area, up 54% during April and May.

We have been beleaguered for years with a constant challenge of obtaining sufficient information on events and have never found a lasting solution. In April, the Tourism Manager met with Visit West, who, being Bristol based, have many more events than us but who also find that people are not listing them. In an attempt to mitigate this, we issue, we are exploring the possibility of a collaboration with a local social media influencer to help populate events on the Visit Weston Website.

So we have begun a collaboration with Visit West whereby we can share content to mutual advantage. This is a really exciting development, one which we can only achieve because both websites use the Simpleview platform.

We are also planning to share blog posts and there is potential for us to increase our traffic on both sides. Simpleview have been very supportive in this new collaboration.

Since last report, both Matt Hardy and Caroline Darlington have completed training with Simpleview on the new database. This took place online over 2 days.

Members are requested to note that the “man-hours” required to load a new customer to the Visit Weston website creates a heavy workload. Since last report, we have loaded five new customers and there is no quick way of doing this.

We are pleased to inform members that despite COVID related absences on both sides, work is progressing well on the new website. All of the partner’s pages are completed and have been transferred to the back end of the new site. We have improved our potential reach with events as we now have the ability to cross promote events with Visit West.

**Members are requested to note the report.**

## **8. Parks and Play Areas**

Report for Tourism and Leisure - written by Zoe Scott, Grounds Coordinator

### **Weston-super-Mare Town Council Play Areas Update**

#### **8.1 Waterpark Update**

So far this season we have had no issues with the pump room and the water effects have been running smoothly. The Grounds Team have been on hand 7 days a week carrying out 3 daily checks and monitoring it continuously. Our 2 Kickstarter team members have also been trained up and providing cover during the week and weekends. We are hopeful for a continued successful season.

We have once again been contacted by numerous schools and community groups who wish to attend the Waterpark, groups as large as 120 children! They are all booked in and pre paid for ease of access on the day. We stagger the groups of children so the park isn't too busy. Schools attend from the local area as well as further such as Birmingham. Having the Satellite VIC is really helpful for when these groups attend.

#### **8.2 Waterpark Security**

We have experience minor vandalism to the play equipment and graffiti which we have informed Community Response about who are carrying regular patrols and feeding back to us.

#### **8.3 Park and Play General Update**

Please refer to the Senior Development Officers report in regards to Play Area procurement.

Ongoing maintenance of all our sites is continuing. Members of the team attended a training day to give them further knowledge and skills in replacing and fixing park entrance gates. We also have booked in an operational inspection course for another member of the team as well as wet pour repairs and zip wire maintenance.