

WESTON-SUPER- MARE TOWN COUNCIL MINUTES OF THE TOURISM AND LEISURE WORKING PARTY HELD VIA ZOOM ON TUESDAY 8TH JUNE 2021

Meeting Commenced: 2.33 pm

Meeting Concluded: 3.10 pm

PRESENT: Councillors Peter Crew (Chairman), David Dash, Pete McAleer (S), Alan Peak, Gillian Carpenter, John Crockford-Hawley, David Hitchens and Jan Holloway,

ALSO IN ATTENDANCE: Malcolm Nicholson (Town Clerk), Sarah Pearse (Deputy Town Clerk), Fay Powell (Assistant Town Clerk and Grounds Manager), Zoe Scott (Grounds Co-ordinator) Caroline Darlington (Tourism Manager) and Emma Williams (Tourism Marketing Officer).

45.	<p>Election of Chairman</p> <p>The Town Clerk invited nominations for the position of Chairman for the year 2021/2022</p> <p>PROPOSED BY: Councillor Alan Peak SECONDED BY: Councillor David Hitchens</p> <p>A vote was taken and carried.</p> <p>RESOLVED: That Councillor Peter Crew be elected Chairman of the Tourism and Leisure Working Party for the year 2021/2022.</p>
46.	<p>Apologies of Absence and Notifications of Substitutions</p> <p>Apologies for absence were received from Councillor Ray Armstrong</p> <p>Councillor Catherine Gibbons was substituted by Councillor Pete McAleer.</p>
47.	<p>Declarations of Interest</p> <p>There were no declarations of interest received.</p>
48.	<p>Election of Vice Chairman</p> <p>The Chairman invited nominations for the position of Vice Chairman for the year 2021/2022.</p> <p>PROPOSED BY: Councillor Peter Crew SECONDED BY: Councillor David Hitchens</p> <p>A vote was taken and carried.</p> <p>RESOLVED: That Councillor Alan Peak be elected Vice Chairman of the Tourism and Leisure Working Party for the year 2021/2022.</p>

<p>49..</p>	<p>To approve the accuracy of the minutes of the Tourism and Leisure Committee meeting held on the 14th April 2021</p> <p>The minutes of the meeting had been previously circulated with the agenda.</p> <p>A vote was taken and carried.</p> <p>RESOLVED: That the minutes be approved as a true record of the meeting and signed by the Chairman.</p>
<p>50.</p>	<p>Tourism Function Update</p> <p>The reports of the Tourism Manager and Tourism Marketing Officer had been circulated prior to the meeting and were shared on screen as a Powerpoint presentation.</p> <p>50.1 Spring/Summer Verbal Update</p> <p>The Tourism Manager reported on the recent launch of the ‘Tic Tuk’ vehicles and thanked the Working Party members that attended the event, alongside the Mayor.</p> <p>Despite previously receiving assurances from Avon and Somerset Police, the Tourism Manager reported that an application for a Peddlers License for staff manning the Tic Tuks, had been declined. This was owing to the trading being based from a vehicle and not solely on foot. A street trading license would now need to be sought in order for merchandise to be sold from the Tic Tuks, at a cost of around £3,000.</p> <p>50.2 Reopening VIC</p> <p>Seasonal staff had returned to the Visitor Information Centre on 17th May 2021, and had been working to prepare for a planned reopening on 21st June 2021.</p> <p>Lightweight shelving and display units had been purchased for displaying merchandise, that would be suitable to relocate to a future VIC site, or the Water Park VIC, if deemed necessary going forward.</p> <p>Recruitment was underway for casual seasonal staff.</p> <p>50.3 Visit Weston collaboration with the Weston Place Agency</p> <p>The Tourism Manager described the content and purpose of Visit Weston’s involvement on the Weston Place Agency Events Project Group; meeting fortnightly over Zoom with a number of local stakeholders including NSC, Weston Artspace, the BID, The Sovereign Centre and Weston College.</p> <p>Further to these meetings, the Tourism Manager reported that she had received an invitation that day from Alex Hearn of the WPA to a meeting focussing on the ‘future of the Visit Weston website’. This had been a surprise to the Tourism Manager, as she was unaware there were any further plans to co-ordinate the WPA with the Visit Weston website, since it had been decided against in 2020.</p>

The Town Clerk suggested the Tourism Manager reported back on this discussion with Alex Hearn, at the next Tourism and Leisure Working Party meeting.

50.4 Website and Social Media Updates

The Tourism Marketing Officer discussed the statistics and data as shown in the slides; reporting on the top-performing website pages and the number of visitors to the site, along with their geographical locations.

Despite the total number of visitors being reduced during the reporting period, there was a strong growth trend throughout those dates which had continued as 2021 progressed, along with the subsequent Covid-19 'unlocking' milestones as outlined by the Government.

There had also been an introduction of a referrals add-on application called 'Link in Bio' to the Visit Weston Instagram and TikTok accounts, designed to operate as a 'work-around' to combat a lack of live URL/hyperlinks embedded in posts and captions on those platforms. This add-on acted as a broker between social media and the Visit Weston website, where pages of their choosing could be created as quick links in the page biographies, for users' ease.

It was reported that on 1st June 2021, the social media followers for Visit Weston stood at 12,653 accounts across five platforms.

50.5 Destination Marketing

The Tourism Marketing Officer went on to outline the forthcoming Destination Marketing campaigns for Visit Weston. These included a half page print advertisement in Camping & Caravanning Club Magazine (July '21), which was said to have a readership of 400,000 club members. Nationwide Royal Mail distribution would provide exposure to market of dedicated holidaymakers, and capitalise on the increase in popularity and demand for self-catering holidays following the pandemic.

Also detailed was a campaign at eight of the approaching 'Hundred Tournament' cricket matches played at Warwickshire County Cricket Ground (Edgbaston) via Elonex Outdoor Advertising. All games would be televised on BBC and Sky Sports - four ladies' and four gents' matches, organisers expected a large in-ground crowd and global television audience; the LED scoreboard placement of advertising materials would be shown every 60 seconds throughout the matches.

Questions and comments were invited from members, one responding that they were impressed with the new layout and content of the Visit Weston website, despite having been previously critical of its list sorting and overall look.

RESOLVED: That the reports be noted

51. Parks and Play Areas

51.1 Renovations to Water Park and VIC Cabin

The report of the Assistant Town Clerk had been previously circulated with the agenda.

	<p>The Assistant Town Clerk reported that the recent spell of bad weather had led to delays in the Water Park renovations, and after a busy week during the Half Term Holidays, the park was closed to complete these repairs to equipment and testing of the water system for splash toys.</p> <p>The VIC cabin office had been delivered that day, with internal fit-out scheduled for week commencing 14th June 2021.</p> <p>Fencing solutions were being considered for the rear wall to the Water Park, to better secure the area against unauthorised entry.</p> <p>51.2 Verbal update on all Parks and Play Areas</p> <p>There were no pressing issues in relation to the remaining WTC play areas, however litter was identified as an increasing problem across all sites. Many play areas were being occupied out-of-hours by individuals leaving behind large amounts of refuse, beyond the current waste bin capacities. As a result, a meeting was being organised between the Assistant Town Clerk, Grounds Co-ordinator and Senior Groundsman to discuss potential solutions.</p> <p>In relation to the acquisition of Dartmouth Close play area, the Assistant Town Clerk had received an email detailing a number of specialised repairs necessary before the lease was transferred. These were the findings of an independent inspection as part of pre-contract due diligence.</p> <p>RESOLVED: That the reports be noted.</p>
	<p>There being no further business, the Chairman closed the meeting at 3:10 pm.</p> <p>Signed: Dated:</p> <p>Chairman of the Tourism & Leisure Working Party</p>