

WESTON-SUPER- MARE TOWN COUNCIL
MINUTES OF THE TOURISM AND LEISURE COMMITTEE
HELD AT GROVE HOUSE ON
MONDAY 9TH JUNE 2014

Meeting Commenced: 7.00 pm

Meeting Concluded: 4.42 pm

PRESENT: Councillor Sonia Russé (Chairman), Roger Bailey (S), Mike Bell, John Crockford-Hawley, Cyril King, Mike Lyall, Derek Mead (Vice Chairman), Frederick Parsons (S), Ian Porter, Len Purnell, Simon Stokes and Clive Webb (S).

ALSO IN ATTENDANCE:, Malcolm Nicholson (Town Clerk), Tania Middlemiss (Assistant Town Clerk) Samantha Middlemiss (Committee Officer), Debbie Matthews (Love Weston Tourism Consultant), Ian Jefferies (Love Weston) and Rose Cunningham (Vice President of the WHRA).

77.	<p>Election of Chairman</p> <p>The Town Clerk invited nominations for the position of Chairman.</p> <p>PROPOSED BY: Councillor Ian Porter SECONDED BY: Councillor Clive Webb</p> <p>RESOLVED: That Councillor Sonia Russé is elected Chairman of the Tourism & Leisure Committee of the year 2014/2015.</p> <p>Councillor Sonia Russé then took her place as Chairman of the meeting.</p>
78.	<p>The Chairman invited parishioners present to address the meeting.</p> <p>Rose Cunningham addressed the meeting in her capacity as Vice President of the WHRA, in relation to item 10 on the agenda – Accreditation Scheme and explained that the WHRA had expressed an interest to go ahead with an amalgamated accreditation scheme but were disappointed that that they had not been consulted in writing. The WHRA were concerned that the Town Council seemed to have a hidden agenda and informed of the confusion over the two meetings, one of which was cancelled by the Town Council and the other not communicated by the President of the WHRA whose involvement and availability had been compromised by personal circumstances.</p> <p>On behalf of the WHRA, Rose Cunningham requested that a formal proposal be received, in writing, to discuss the amalgamation of the two accreditation schemes.</p> <p>The Chairman thanked Rose Cunningham for addressing the meeting and informed that the Town Council would respond to her request under item 10 on the agenda.</p>
79.	<p>To receive Apologies for Absence and Notifications of Substitutions</p> <p>Apologies for absence were received from Councillors Peter Crew, David Hitchins, Jan Holloway and Alan Peak.</p> <p>Councillor Peter Crew was substituted by Councillor Clive Webb. Councillor Jan Holloway was substituted by Councillor Roger Bailey</p>

	<p>Councillor Alan Peak was substituted by Councillor Simon Stokes. Councillor Frederick Parsons was in attendance to substitute for Councillor David Hitchins, however because notice of substitution had not been received in writing Councillor Parsons was able to partake in debate but not able to vote.</p> <p><i>Councillor Derek Mead joined the meeting at 2.38 pm.</i></p>
80.	<p>To receive Declarations of Interest</p> <p>There were no declarations of interest received.</p>
81.	<p>Election of Vice Chairman</p> <p>The Chairman invited nominations for the position of Vice Chairman.</p> <p>Two nominations were received and the Chairman took a straight vote which received a 6/5 result.</p> <p>PROPOSED BY: Councillor Mike Bell SECONDED BY: Councillor Cyril King</p> <p>RESOLVED: That Councillor Derek Mead is elected Vice Chairman of the Tourism & Leisure Committee.</p>
82.	<p>Minutes of the previous Tourism & Leisure Committee Meeting held on 7th April 2014</p> <p>The Minutes had been previously circulated with the agenda.</p> <p>PROPOSED BY: Councillor Cyril King SECONDED BY: Councillor Roger Bailey</p> <p>RESOLVED: That the Minutes be signed by the Chairman as a true record of the meeting.</p>
83.	<p>To consider the Notes of the Tourism Consultative Group Meeting on 29th May 2014</p> <p>The notes were circulated at the meeting and were in draft format pending approval by the Tourism Consultative Group in September 2014.</p> <p>Debate ensued. In answer to a question the Town Clerk understood that the BID had agreed to support coach marketing. The Tourism Consultant advised that agreement had not been received in writing.</p> <p>The Town Clerk informed that a press release publicising the new 'polling' facility had been actioned.</p> <p>It was questioned whether the Tourism Consultative Group was fulfilling its remit. The Chairman said that it had been disappointing to see a drop in attendees which was due to seasonal demand on businesses for some key members. This would be considered when setting future meetings. However those attending had found it a valuable forum for meeting key players in Weston's tourist arena and for discussing informally, how collaboration could increase the impact of initiatives both locally and further afield.</p> <p>Debate ensued regarding how to encourage attendance at Tourism Consultative Group meetings. The new Editor of the Mercury was hoping to attend, and the Chairman advised</p>

	<p>that she would endeavour to meet with him before the next meeting in September.</p> <p>The Chairman reported that there had been no representation from the WHRA since its first meeting although all minutes with future dates had been circulated to them. The Vice President of the WHRA then requested that all future invitations to Tourism Consultative Group meetings be directed to her.</p> <p>The suggestion was put forward that Alistair Mead of the Mead Group and Nikki Cook of Puxton Park be invited to meetings of the Tourism Consultative Group.</p> <p>It was queried whether there were any plans to distribute the left over stock of the 'Explore' brochure and the Assistant Town Clerk advised that the Mercury had distributed hundreds of thousands of the brochures and that the stock at Grove House was the Town Council's supply for local distribution on request. The Town Clerk said that a further 15,000 brochures had been distributed by Carrier Direct to targeted TICs, nationally.</p> <p>In response to the suggestion for the distribution of brochures on the Tourism Bus and Land Train, the Chairman advised that the Town Council's focus was destination marketing rather than resort marketing, with the primary aim to encourage people to come back to visit Weston and stay over in local accommodation.</p> <p>RESOLVED:</p> <ol style="list-style-type: none"> 1. All future invitations to the Tourism Consultative Group Meetings are sent direct to the Vice President of the WHRA. 2. To invite both Alistair Mead of the Mead Group and Nikki Cook of Puxton Park to future meetings of the Tourism Consultative Group. 3. That the notes be received.
84.	<p>SLA with Deborah Matthews</p> <p>The Assistant Town Clerk's covering report had been previously circulated with the agenda.</p> <p>The Town Clerk confirmed that after a decision by the then Chairman and Vice Chairman of the Committee in April, Deborah Matthews had been appointed on a three year contract to act as the Council's Tourism Consultant, maintain the Love Weston website, manage events and sell space on the website.</p> <p>In answer to a question, the Town Clerk confirmed that either party could give a three month notice before the completion of the three years.</p> <p>RESOLVED: That the report be noted.</p>
85.	<p>Tourist Information</p> <p>The Assistant Town Clerk's covering report had been previously circulated with the agenda.</p> <p>Programme of Marketing Activity April 2014-March 2015</p> <p>The full schedule for the year had been agreed which was split into four quarters and monitored by the SEO.</p> <p>Frustration was aired over the decision making process on marketing and lack of factual evidence to support the decisions - how to evaluate what had worked and what had not. The Chairman pointed out that the activity being followed replicated that undertaken by the</p>

more successful resorts in the South West. It was requested that all future SEO figures be reported in a consistent format and that more information on page/website hits and browsing time was needed.

Search Engine Optimisation

The Town Clerk advised that any SEO information could be made available to Councillors upon request by contacting the Tourism Consultant direct, and confirmed that the comments regarding a consistent format when presenting SEO figures were noted.

The Tourism Consultant informed that Frankie and Benny's and Crosville had reported a very good return from advertising in the 'Raring2Go' guide.

The Assistant Town Clerk reported that SEO identified sponsorship of sports' kits and Weston Rugby Club played in the same league as towns within the Council's destination marketing target areas.

In-resort Marketing

Concerns were raised that there were too many organisations working individually (the Town Council, North Somerset Council and BID) rather than jointly to achieve the best results.

The Assistant Town Clerk explained that all the organisations had different target market areas and the Town Council's objective was destination marketing and North Somerset Council's was in-resort marketing.

The Town Clerk added that North Somerset Council were very effective in organising events to attract people to the town and that BID's focus was mainly on retail. The Town Council's aim was to advertise the town to potential visitors in other parts of the country complementing the local work of North Somerset Council's and BID. The aim was for the Town Council to continue building relationships with both North Somerset Council and BID for the benefit of Tourism.

Through the Tourism Consultative Group meetings co-operation with the Officers from North Somerset Council had demonstratively improved, constrained only by the austerity cuts that North Somerset had imposed on its Tourism budget.

It was highlighted that the latest edition of the North Somerset Life magazine did not advertise the upcoming Freedom of the Town event and it was explained that the details of the event had been embargoed. The Town Clerk advised that press releases were being sent out detailing the event to maximise coverage over the three preceding weeks.

Parkwood Leisure

The Town Clerk updated committee members on the Parkwood Leisure situation and reported that he had had two meetings with Mark Lammiman, Manager of the Winter Gardens and the Parkwood Leisure Area Director. Parkwood Leisure's stance was that they were meeting the requirements of North Somerset Council in providing a TIC service. Parkwood Leisure offered the Town Council the rental of a space at the Winter Gardens at a negotiable fee however this was not affordable. It was the view of some Councillors that North Somerset Council was ignoring Parkwood's failure to provide appropriate TIC services an outsourced responsibility that rested with NSC and not the Town Council. .

It was then suggested that the owners of Tutto restaurant, the site of the original, popular TIC may be interested in accommodating a TIC service. The Chairman informed that all options would be considered and indicated discussions with Weston College were also under way on the possible use of accommodation and work experience for course related

	<p>students.</p> <p>RESOLVED: That the report be noted.</p>
86.	<p>Tourism Bus</p> <p>The Assistant Town Clerk's covering report had been previously circulated with the agenda and copies of the Crosville leaflet were circulated at the meeting.</p> <p>The Town Clerk reported that he had hoped to receive passenger figures in time for the meeting but had not received them from Crosville.</p> <p>Debate ensued however since the bus was in its first year and a pilot, it should be reviewed at the end of the season. It was suggested that if the bus was a success then it should be considered to extend the service along the Toll Road and out to Puxton Park. The lack of and inconsistent branding and the absence of the website address on the bus were queried and not considered value for money.</p> <p>The Chairman advised that passenger figures would be reported back at the October meeting of the Tourism & Leisure Committee after the end of the Tourism season. She also recommended that committee members experience the service for themselves in order to offer more practical observations.</p> <p>RESOLVED:</p> <ol style="list-style-type: none"> 1. The Town Clerk clarify how many children the family rover fare covers. 2. All financial figures after the end of the Tourism Bus season be reported back at the next meeting of the Tourism & Leisure Committee (6th October 2014).
87.	<p>Accreditation Scheme</p> <p>The Assistant Town Clerk's covering report had been previously circulated with the agenda.</p> <p>The Town Clerk gave the background to the Chairman's decision to go ahead with a separate accreditation scheme. There seemed to be some misunderstanding from the WHRA over the Town Council's intentions which were only to promote Tourism in Weston. There had been two failed meeting attempts with the WHRA. The Town Clerk reiterated that the Town Council's strategy was to attract overnight stays which should benefit local businesses including accommodation providers.</p> <p>Love Weston accreditation would be affiliated to Visit England giving added value to the scheme and given that the WHRA had only 60 members there were plenty of other tourism businesses to target. The National RAC and AA schemes were expensive in comparison to the Town Council which was priced so as to match but not compete with the WHRA. Subsequently the Town Clerk had offered to meet with the Tourism Consultant and the Vice President of WHRA to discuss ideas for a joint accreditation scheme which would work for both parties.</p> <p>Debate ensued regarding the previous misunderstanding and lack of dialogue between the Town Council and WHRA. Clarity was sought on the situation and whether there would now be a joint or two separate accreditation schemes. The Assistant Town Clerk informed that the Town Council would defer its plans for its accreditation scheme pending a meeting with the WHRA to discuss a joint scheme.</p>

	<p>The Town Clerk advised that a meeting with WHRA would need to be set up very quickly so not to affect the Town Council's income targets.</p> <p>PROPOSED BY: Councillor Ian Porter SECONDED BY: Councillor Derek Mead</p> <p>RESOLVED: That a meeting consisting of the Vice Chairman of the Tourism & Leisure Committee, Town Clerk, Tourism Consultant and the Vice President of WHRA be held on Monday 16th June at 11am to discuss the possibility of a joint accreditation scheme.</p>
88.	<p>Effects of crime and disorder issues on Tourism</p> <p>The Chairman conveyed the wishes of the Tourism Consultative Group that they would like a more balanced view from the local media rather than negative which worked against attracting more Tourism or new businesses to the town. Debate ensued.</p> <p>Views were expressed that Weston did not have a very good police presence compared to the likes of Bristol on an evening/night time. The Chairman said that the police had confirmed that Weston operated a gold standard CCTV system that was working well with local businesses supporting a safer environment than in central Bristol.</p> <p>The Tourism Consultant reported that she had sent many press releases to the local newspaper which were never printed.</p> <p>The Chairman advised that she hoped that the new Editor of the Mercury would find time to meet with her in order to promote a good working relationship that, within his commercial constraints, would work for the improved benefit of Tourism in Weston.</p> <p>RESOLVED: That the report be noted.</p>
89.	<p>To consider renewal of Skate Park Lease</p> <p>The Heads of Terms and a map detailing the proposed area had been previously circulated with the agenda.</p> <p>Councillor Mike Bell informed that he had investigated examples of skate park refurbishment projects supported by Sports England. He had spoken to the YMCA about getting involved and supporting the Hutton Moor Skate Park and would update the Committee with any progress at the next meeting. He requested that the Town Council lease term be increased to 20 years.</p> <p>PROPOSED BY: Councillor Mike Bell SECONDED BY: Councillor Clive Webb</p> <p>RESOLVED that:</p> <ol style="list-style-type: none"> 1. Subject to the amendment that the lease term be increased to 20 years, the proposed Heads of Terms for Hutton Moor Skate Park be approved. 2. Councillor Mike Bell reports back to a future meeting of the Tourism & Leisure Committee on talks with YMCA about their involvement with the Skate Park.

	<p>There being no further business the Chairman closed the meeting at 4.42 pm.</p> <p>Signed.....Dated</p> <p>Councillor Sonia Russè</p> <p>Chairman of the Tourism & Leisure Committee</p>
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