

**WESTON-SUPER- MARE TOWN COUNCIL
MINUTES OF THE TOURISM AND LEISURE COMMITTEE
HELD AT GROVE HOUSE ON
MONDAY 11th AUGUST 2014**

Meeting Commenced: 2.30 pm

Meeting Concluded: 3.32 pm

PRESENT: Councillor Sonia Russé (Chairman), Peter Crew, Dave Hitchins, Jan Holloway, Cyril King, Mike Lyall, Derek Mead (Vice Chairman), Ian Porter and Len Purnell.

ALSO IN ATTENDANCE: Malcolm Nicholson (Town Clerk), Samantha Middlemiss (Committee Officer), Rob Thurston (Grounds Manager), Christina Potapow (Work Experience student from Hildesheim) Debbie Matthews (Love Weston Tourism Consultant), Ian Jefferies (Love Weston), Keith Fearn (President of the WHRA), Rose Cunningham (Vice President of the WHRA) and Bethan Evans (Weston & Somerset Mercury).

The Chairman invited questions from parishioners present.

Rose Cunningham (Vice President of the WHRA) addressed the meeting regarding the Town Council's offer to the WHRA to have a joint Accreditation Scheme and wanted to clarify some points and circulated supplements (A-D) to members of the meeting. Members were informed that after the three options posed by the Town Council outlined in supplement (A) and discussion at the meeting of the WHRA, it was decided to go with option 4, which was to not pursue a joint accreditation scheme with the Town Council based on questions raised over the flat rate figure of £5,000 that the WHRA would be required to pay the Town Council set out in option 1. The £5,000 was queried as 43 of the WHRA members were bed providers who currently paid a fee of £116.27. The information requested under the Freedom of Information Act outlined in supplement B queried the Service Level Agreement between the Love Weston Tourism Consultant and the Town Council (supplement C) and in particular the commission and income. It was finally queried why the Town Council had paid £2,000 for the Tourism Consultant to undertake a two-day assessors' course to join Visit England (supplement D).

The Chairman thanked Rose Cunningham for her comments which would be taken into account and informed that only items listed on the Tourism & Leisure agenda could be debated at the meeting.

152	To receive Apologies for Absence and Notifications of Substitutions Apologies for absence were received from Councillors John Crockford-Hawley.
153	To receive Declarations of Interest There were no declarations of interest received.
154	Minutes of the previous Tourism & Leisure Committee Meeting held on 9th June 2014 The Minutes had been previously circulated with the agenda. RESOLVED: That the Minutes be signed by the Chairman as a true record of the meeting.

155	<p>Parks and Play Areas</p> <p>a) To receive the update report of the Grounds Manager (Period covering 9th June – 11th August 2014)</p> <p>The report of the Grounds Manager had been previously circulated with the agenda.</p> <p>The Chairman invited the Grounds Manager to introduce his report and he did so by highlighting key sections of his report such as the Water Park staffing mechanisms put in place to deal with success levels and the maintenance of the Hutton Moor Skate Park.</p> <p>Previously circulated with the agenda was email correspondence from Evolution Skateparks and a quotation for the upgrading of the Skate Park. It was the opinion of Members that the Skate Park needed to be upgraded sooner rather than later and within the financial year.</p> <p><i>Councillor Derek Mead joined the meeting at 2.42 pm</i></p> <p>Debate ensued. Members were pleased with the Water Park usage figures but queried the problems with the splash pad plant room and whether the maintenance of the equipment was accounted for financially and whether the admission fees covered this.</p> <p>The Town Clerk advised that the admission fee helped towards the staffing, litter picking and first aid but would never cover the overheads. It was a grant aided project and all maintenance was covered under the Town Council's planned maintenance schedule.</p> <p>The Grounds Manager explained that the problems decommissioning of the splash pad being more comprehensive than originally thought and now that this had been highlighted a specialist was able to come in to rectify the problems.</p> <p>The Leader of the Council added that all Town Council projects were covered under the planned maintenance schedule.</p> <p>It was reported by a Member that upon two recent visits to the Water Park he had witnessed extremely long queues for the toilets and questioned why the Town Council had funded a tourist bus at the cost of £20,000 which was not popularly used in comparison to the over usage of the Water Park, when the money could have been better spent addressing the needs of the Water Park.</p> <p>PROPOSED BY: Councillor Peter Crew SECONDED BY: Councillor Ian Porter</p> <p>RESOLVED: To agree the interim work to be carried out at the Hutton Moor Skate Park at the quoted cost of £9,596.57 by Evolution Skatepark Ramps within the financial year 2014/2015.</p> <p>b) New Play Areas</p> <p>The Town Clerk's report on funding and provision of play areas in Weston Village development had been previously circulated with the agenda. The report gave the background on the creation of "Special Expenses", explained Section 106 Agreements and the Town Council's role within the Weston Village Development and advised of a meeting on 7th August with North Somerset Council and a representative of VANS to discuss how the Town Council could be more closely involved in planning and delivery of play areas.</p>
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	<p>The Leader of the Council explained that now the Town Council's responsibility for play areas and community services had increased they should be more involved in new developments within the town at ground level.</p> <p>The Town Clerk advised that after meeting with both Rebecca Mear (Voluntary Action North Somerset - VANS) and Jenny Ford (North Somerset Council) it was clear that there was a lack of understanding of the Town Council's role on their part. He informed that it was of concern that the Town Council had not been consulted on the development and as a result had been promised that the Town Council would be included in any stakeholder meetings.</p> <p>A concern was raised regarding the lack of play areas in the central ward.</p> <p>The Leader of the Council informed that this was one of the reasons the Town Council had invested in the YMCA project. The central ward hub had disbanded and that VANS were trying to restart it and were looking for new volunteers. Once it had launched they would be able to access up to £20,000 worth of funding. The Town Clerk added that the Town Council had provided the Water Park and play areas in Grove, Ellenborough and Clarence Park which were on the fringes of the central ward.</p> <p>Further debate ensued on the need for facilities in new developments.</p> <p>RESOLVED: That the report be noted.</p>
156	<p>Tourism Bus</p> <p>The Town Clerk's report had been previously circulated with the agenda which included the passenger statistics for the tourism bus for May, June and July 2014.</p> <p>The report was an interim report. The performance of the tourism bus and its impact on Weston's tourism and business economy would need to be assessed in the autumn.</p> <p>Discussion ensued regarding the initial proposal for a land train which was still an aspiration for many Councillors. The tourism bus had been an alternative and was an experimental project which would be reviewed at the end of the season.</p> <p>RESOLVED: That the Town Clerk's report be noted and that the possibility of a land train be considered for the following year.</p>
157	<p>Love Weston Progress Report</p> <p>The Website Consultant's report had been previously circulated with the agenda.</p> <p>The Town Clerk reported that Love Weston website hits were very encouraging and that Weston's SEO had rapidly improved and was now featured on page 1 of a Google search.</p> <p>The Website Consultant informed that Puxton Park had kindly agreed to let Love Weston adopt a donkey.</p> <p>The Chairman queried the cost implications of adding "super Mare" to the domain name and the Website Consultant informed that it was minimal and that it would be only as a re-direct facility.</p> <p>It was highlighted that ballroom dancing on at the Winter Gardens had ceased. The Website Consultant advised that conversations were proceeding with a proprietor regarding</p>

	<p>hosting a monthly tea dance.</p> <p>The Chairman was interested to see that website hits were reflective of the Town Council's advertising patterns.</p> <p>RESOLVED: That the report be noted.</p> <p><i>Councillor Derek Mead left the meeting at 3.21 pm and returned at 3.24 pm.</i></p>
158	<p>2015 Love Weston Destination Guide</p> <p>The joint report of both the Town Clerk and Website Consultant had been previously circulated with the agenda which gave options for consideration from four companies for the production of a 2015 Love Weston Destination Guide.</p> <p>It was noted that R.H. Partners had offered no sales function and that Carrier Direct and Artworks Design had both provided projected sales costs thereby offering a complete service.</p> <p>Carrier Direct projected £5,600 with a 60/40 split and Artworks Design projected £11,900 with a 70/30 split. While the latter was a higher figure it was felt to be very optimistic.</p> <p>The Leader reported that Carrier Direct had provided the Town Council with a good service with the distribution of the current Explore Weston brochure and advised that the Town Council should still be involved with the Weston & Somerset Mercury by advertising in Explore as they distributed locally and to caravan parks.</p> <p>The Website Consultant informed that to achieve value for money and subject to satisfactory performance a three year deal was proposed and that both Carrier Direct and Artworks Design offered an online brochure.</p> <p>PROPOSED BY: Councillor Peter Crew SECONDED BY: Councillor Ian Porter</p> <p>RESOLVED: That the Town Council select Carrier Direct to produce the Love Weston Destination Guide from 2015.</p>
	<p>There being no further business the Chairman closed the meeting at 3.32 pm.</p> <p>Signed.....Dated</p> <p>Councillor Sonia Russè Chairman of the Tourism & Leisure Committee</p>