

**WESTON-SUPER- MARE TOWN COUNCIL  
MINUTES OF THE TOURISM AND LEISURE COMMITTEE  
HELD AT GROVE HOUSE ON  
MONDAY 8<sup>th</sup> JUNE 2015**

**Meeting Commenced:** 2.00 pm

**Meeting Concluded:** 3.05 pm

**PRESENT:** Councillors Peter Crew (Chairman), Catherine Gibbons, David Hitchins, Jos Holder, Derek Mead, Ian Porter, Clive Webb, Martin Williams and Roz Willis

**ALSO IN ATTENDANCE:** Malcolm Nicholson (Town Clerk), Tania Middlemiss (Assistant Town Clerk), Jennifer Lawley (Committee Officer), Debbie Matthews (Tourism Consultant) and Becky Parker (The Mercury)

<b>30.</b>	<p><b>Election of a Chairman for the Year 2015/16</b></p> <p>The Town Clerk invited nominations for the position of Chairman.</p> <p><b>PROPOSED BY:</b> Councillor David Hitchins <b>SECONDED BY:</b> Councillor Roz Willis</p> <p>Accordingly it was:</p> <p><b>RESOLVED:</b> That Councillor Peter Crew be elected Chairman of the Tourism and Leisure Committee 2015/16.</p>
	<p><i>The Town Clerk invited Councillor Crew to take the chair.</i></p> <p><i>The business of the Tourism &amp; Leisure Committee commenced with Councillor Crew welcoming members of the committee to the first meeting of the new Council year.</i></p>
<b>31.</b>	<p><b>To receive Apologies for Absence and Notifications of Substitutions</b></p> <p>Apologies for absence were received from Councillor James Clayton.</p>
<b>32.</b>	<p><b>To receive Declarations of Interest</b></p> <p>There were no declarations of interest received.</p>
<b>33.</b>	<p><b>Minutes of the previous Tourism &amp; Leisure Committee Meeting held on the 13<sup>th</sup> April 2015.</b></p> <p>The Minutes had been previously circulated with the agenda.</p> <p><b>RESOLVED:</b> That the Minutes be signed by the Chairman as a true record of the meeting.</p>
<b>34.</b>	<p><b>Election of a Vice Chairman for the Year 2015/16</b></p> <p>The Chairman invited nominations for the position of Vice Chairman.</p>

	<p><b>PROPOSED BY:</b> Councillor Peter Crew  <b>SECONDED BY:</b> Councillor Roz Willis</p> <p>Accordingly it was:</p> <p><b>RESOLVED:</b> That Councillor Jos Holder be elected Vice Chairman of the Tourism and Leisure Committee 2015/16.</p>
35.	<p><b>Parks and Play Areas</b></p> <p>The report of the Grounds Manager had been previously circulated with the agenda.</p> <p>The Grounds Manager updated members on the management and maintenance of the Town Council's parks and open spaces which included the successful recruitment of a new member of the grounds team and the good progress with Hutton Moor Skate Park consultation.</p> <p>The Chairman requested that North Somerset Council be contacted by the Grounds Manager to enquire whether preparations were being made at West Wick for a new play area.</p> <p><b>RESOLVED:</b> That the report be received and noted.</p>
36.	<p><b>The Water Park</b></p> <p>The report of the Responsible Financial Officer, Grounds Manager and Seafront Events Manager had been previously circulated with the agenda.</p> <p>The Water Park had been maintained by the Town Council's grounds staff. However, under a Service Level Agreement, North Somerset Council's Seafront Team now operated the Water Park.</p> <p>The joint review between the Town Council and North Somerset Council did not only identify the issues with the maintenance of the plant room and splash pad but also the rubbish, the toilets and car parking.</p> <p>The Seafront Events Manager had agreed to investigate the issues with the plant room and splash pad.</p> <p>The joint report concluded that:</p> <ol style="list-style-type: none"> <li>1. North Somerset Council advise all staff and the concessionaire that no parking was permitted in the park at any time.</li> <li>2. Toilets were to be monitored during the season and reviewed for next year, recognising budget restraints this year with consideration also being given for changing facilities next year due to the use of toilets for changing.</li> <li>3. Capacity levels to be reviewed over the season and considered within the SLA review at the end of the year.</li> </ol> <p>Debate ensued on the operations of the Water Park and the closure that transpired for several days due to issues with the plant room and splash pad.</p> <p>The Town Clerk advised that the Water Park was opened in 2010/11 and became highly popular with young families who were charged £1.50 per child. The Water Park was seasonal in popularity for locals and tourists. The Town Council had employed three</p>

	<p>people throughout the busy season but this proved hard to manage. As a consequence of negotiations with North Somerset Council, an SLA was entered into with the Seafront Events team. This was a joint operation with all parties concerned wishing to make sure the Water Park was safe and successful.</p> <p>The maintenance of the Water Park was considered appalling in some areas by one committee member and the reasons given by officers not good enough. Who was responsible? Was there an audit trail? What action had been taken? The venture should have been a real success and should not have reached such a stage.</p> <p>The Grounds Manager responded and advised of the checks put in place through the SLA. It had, however, become clear that more training was required and a collaborative decision was made by both North Somerset Council and the Town Council that the expertise of the Town Council's ground staff be capitalised upon. He informed that North Somerset Council had brought in their own qualified plant room engineer whose proficiency was with swimming pools. However, in reality the requirements in maintaining the Water Park's plant room and splash pad were quite different to that of a swimming pool.</p> <p>In answer to a question, the Grounds Manager acknowledged that the opening dates for the Water Park had been advertised incorrectly.</p> <p>It was suggested that the toilets at the Water Park were being used as changing rooms which highlighted the need for changing facilities. A baby changing facility should be included and changing facilities would also benefit people with learning difficulties. The Grounds Manager advised that this was an on going discussion, restrained by budget, and although he recognised that at peak times it could be challenging, 90% of the year the facilities were adequate.</p> <p><b>PROPOSED BY:</b> Councillor Ian Porter  <b>SECONDED BY:</b> Councillor Derek Mead</p> <p>A vote was taken and <b>carried</b>. Accordingly it was:</p> <p><b>RESOLVED:</b> That the inclusion of changing room facilities at the Water Park be explored.</p>
	<p><i>The Grounds Manager left the meeting at 2.25 pm.</i></p>
<p><b>37.</b></p>	<p><b>Love Weston Review</b></p> <p>The report of the Town Clerk had been previously circulated with the agenda.</p> <p>Love Weston was an initiative proposed and led by elected members to support the tourism industry in Weston-super-Mare. A review of Love Weston had been requested by the Tourism and Leisure Committee at its meeting on the 16<sup>th</sup> February 2015.</p> <p>Members needed to give consideration to the future operation of Love Weston, how advertising income could be improved and in particular the need for closer co-ordination of advertising on the Love Weston website, the 2015 destination brochure and the in resort pocket guide produced by North Somerset Council. The Town Clerk sought members' instructions.</p> <p>The Chairman informed that although the first stage of the review had been completed, further discussions were required with the manager of the Seafront Events Team in regard to advertising sales and linking with North Somerset Council. The ideal would be to have one person selling and one destination guide.</p>

	<p>Regarding the promotion of tourist information, members were advised that a tourist information point (TIP) was to be located in the Tropicana for the season. North Somerset Council had agreed that Love Weston branded material could be displayed at the TIP. A Tourist Information Centre (TIC) was currently located in the Winter Gardens but this was due to close in August 2015. In response to a question, negotiations for a TIC would be broached by the Town Council at the end of the year when Parkwood ceased. The Tourism &amp; Leisure Committee had resolved to establish a TIC. However, the existing TIC was with North Somerset Council and the Chairman informed that the Town Council could do nothing at this time.</p> <p>The question of feedback on 'hits' on the Love Weston website was raised and during debate it was acknowledged by the Tourism Consultant that it was very difficult to collect such data. However, committee members considered it imperative to know the views of people, what they thought of Weston-super-Mare and how important it was to 'sit down' with people to see what they brought to the town. Adverse comment was also made on the disinterest in tourism shown by the Executive of North Somerset Council, responded to by the Chairman with the statement, "that was why the Town Council took up the mantle of destination marketing".</p> <p><i>Councillor Gibbons left at 2.40 pm and rejoined the meeting at 2.45 pm.</i></p> <p>The Chairman confirmed that businesses within a 40 mile radius could advertise on the Love Weston website.</p> <p>Members were informed that the Love Weston website design was being used as an example of what a good destination website should look like, which prompted the question of patenting and brands. The Town Clerk advised that he had already explored the subject. However, he had been advised that the Love Weston 'heart' was too generic to be an exclusive brand or trade mark.</p> <p>Debate ensued and further questions were raised on income and the use of the Rugby Club.</p> <p>Income received through advertising on the Love Weston website and in the destination brochure went back into the tourism product and covered costs. The Tourism Consultant was responsible for advertising sales with the main sales occurring through the autumn and winter.</p> <p>As part of the agreed Tourism &amp; Leisure marketing strategy for the year, the Rugby World Cup had been seen as an opportunity for Weston-super-Mare. In recognition of the event, the Rugby Club were hosting schools from Weston-super-Mare. Each School would represent a country and Love Weston were sponsoring the kit.</p> <p><b>RESOLVED:</b> That the report be received and noted.</p>
38.	<p><b>Love Weston</b></p> <p>The report of the Tourism Consultant had been previously circulated with the agenda.</p> <p>Discussion on the previous agenda item 'Love Weston Review' had merged with discussion on the report of the Tourism Consultant.</p> <p><b>RESOLVED:</b> That the report be received and noted.</p>

<p><b>39.</b></p>	<p><b>The Tropicana</b></p> <p>The report of the Town Clerk was tabled.</p> <p>The Town Clerk advised that the front part of the Tropicana was reopening to the public as a café and a Tourist Information Point (TIP) on the 12<sup>th</sup> June 2015. Love Weston had been given permission to display Love Weston branded material and it had also been agreed that display advertisement boards giving an exhibition of the Weston Museum Heritage Lottery Fund (HLF) project could be erected in front of the building.</p> <p>Ahead of the reopening of the Tropicana to the public, there would be a preview for the press and selected guests from 1.00 pm on Thursday the 11<sup>th</sup> June 2015. Two town councillors had been invited to attend the preview.</p> <p>Debate on who would attend ensued. Comment was made that the Mayor should attend separately and that the representatives should not be a dual hatted councillor.</p> <p><b>RESOLVED:</b> That the Chairman and Vice-Chairman of the Tourism &amp; Leisure Committee attend the preview of the reopening of the Tropicana on the 11<sup>th</sup> June 2015.</p>
	<p>There being no further business the Chairman closed the meeting at 3.05 pm</p> <p>Signed ..... Dated .....</p> <p>Councillor Peter Crew</p> <p><b>Chairman of the Tourism &amp; Leisure Committee</b></p>