

**WESTON-SUPER- MARE TOWN COUNCIL  
MINUTES OF THE TOURISM AND LEISURE COMMITTEE  
HELD AT GROVE HOUSE ON  
MONDAY 7<sup>th</sup> DECEMBER 2015**

**Meeting Commenced:** 2.00 pm

**Meeting Concluded:** 3.25 pm

**PRESENT:** Councillors Peter Crew (Chairman), John Crockford-Hawley, James Davis, Catherine Gibbons, Jocelyn Holder, Ian Porter and Roz Willis.

**IN ATTENDANCE:** Malcolm Nicholson (Town Clerk), Tania Middlemiss (Assistant Town Clerk), Rob Thurston (Grounds Manager), Zoe Clements (Development Officer), Debbie Matthews (Tourism Consultant), Ian Jefferies (Tourism), Becky Parker (Weston Mercury) and Jennifer Lawley (Committee Officer).

<b>221.</b>	<b>To receive Apologies for Absence and Notifications of Substitutions</b>  No apologies for absence were received.  Councillors David Hitchins, Derek Mead and Martin Williams were not in attendance.
<b>222.</b>	<b>To receive Declarations of Interest</b>  There were no declarations of interest received.
<b>223.</b>	<b>Minutes of the previous Tourism &amp; Leisure Committee meeting held on the 5<sup>th</sup> October 2015.</b>  The minutes had been previously circulated with the agenda.  <b>PROPOSED BY:</b> Councillor Jocelyn Holder <b>SECONDED BY:</b> Councillor James Davis  <b>RESOLVED:</b> That the minutes be signed by the Chairman as a true record of the meeting.
<b>224.</b>	<b>Love Weston</b>  The report of the Love Weston Consultant had been previously circulated with the agenda.  <b>RESOLVED:</b> That the report be received and noted.  The Tourism Consultant informed that she would be producing a draft rate card which would take into account market forces, business feedback and income achieved this year. The rate card would be drafted in readiness for the Policy & Finance Committee meeting in February 2016 when approval would be sought for Town Council charges and service rates.  <i>Councillor Roz Willis joined the meeting at 2.05 pm.</i>
<b>225.</b>	<b>Love Weston Website Contract Renewal</b>  The report of the Town Clerk had been previously circulated with the agenda.

	<p>In February 2013 the company New Mind (e-tourism solutions) had been selected by the Policy and Finance Committee to act as the Town Council's website provider.</p> <p>The Town Council had now used New Mind to provide the Love Weston website for three years. Next year the annual cost was due to be £6,395. However, a 15% discount off New Mind's annual costs had been negotiated in return for a new 3 year contact which would provide a discount of £458 in year one. Also, in considering the further development of the Love Weston website, a list of seven website enhancements taken from New Mind's original proposal were included in the Town Clerk's report together with two additional enhancement options requested by the Town Council.</p> <p>Although the necessity and use of enhancements as suggested was questioned, support for a discount for a three year renewal was greeted with some approval. The enhancement 'Google Translate' received particular criticism. In response, the Assistant Town Clerk highlighted meeting the needs of different ethnic groups across the country. The Tourism Consultant advised that the website was at its maximum capacity which limited the inclusion of more advertising. All the enhancements suggested were chosen to attract new membership and to stay ahead of competitors. The more members, the more income; and many of the enhancements were saleable.</p> <p><b>RESOLVED:</b></p> <ol style="list-style-type: none"> <li>1. That the contract with New Mind be renewed for three years at an initial cost of £5,938.</li> <li>2. The Committee approve the list of website enhancements.</li> <li>3. The Committee approve the list of additional options.</li> <li>4. The Chairman of the Committee be authorised to agree the final costs of the enhancements and additional options in consultation with the Town Clerk.</li> </ol>
<p><b>226.</b></p>	<p><b>Variation of Order of Business</b> (<i>Standing Order No:10</i>)</p> <p>A motion to vary the order of business was proposed by the Chairman on behalf of the Development Officer. No objections were raised.</p> <p><b>RESOLVED:</b> To vary the order of business.</p>
<p><b>227.</b></p>	<p><b>Hutton Moor Skate Park Working Party</b></p> <p>The Hutton Moor Skate Park Working Party had met on 7<sup>th</sup> December 2015.</p> <p>The Development Officer advised that grant funding applications would continue and that a meeting would be scheduled in the New Year with users of the skate park. Consultation papers on design proposals were circulated for councillors' information.</p> <p>Members questioned future planning for the area and whether the fun pool would go ahead. The Town Council had a lease of 15 years for the site and should, therefore, be included in any future planning. There may be a need to relocate the skate park although it was hoped that the skate park would remain at Hutton Moor.</p> <p>Emphasis was put on correct equipment being installed to meet young people's expectations and ability, and also that beginners should be taken into account. Maintenance and its implications would also be an important aspect and it was felt that users should be aware of the costs involved.</p> <p><b>RESOLVED:</b> That North Somerset Council be contacted in order to establish future planning for the area which may necessitate the relocation of the skate park at Hutton Moor.</p>

	<p><i>The Development Officer left the meeting at 2.35 pm.</i></p>
228.	<p><b>To consider proposals for a Tourist Information Centre</b></p> <p>The report of the Town Clerk was tabled.</p> <p>Following the committee’s wish to establish a Tourist Information facility, discussions had taken place with North Somerset Council for the creation of a seasonal tourist or visitor information centre. Various locations had been considered with the most favourable being the Bay (previously the Tropicana). North Somerset Council had provisionally offered a space at the Bay on the basis of several guidelines; the most notable guideline being that the centre should be branded a ‘visitor information centre’ or similar, rather than a tourist information centre due to technical requirements of Visit England for ‘TIC’ designation.</p> <p>Debate ensued on income generation and the use of the proposed visitor information centre with the sale of advertising, ticket sales and accommodation together with the terms of the agreement with North Somerset Council. Members were advised that most visitor information centres use the well recognised letter ‘i’ as signage for identification and direction, one of which was in existence but needed relocating. The centre would be seasonal, furnished with existing furniture and staffed by the Town Council with a fixed term post of a Tourist Information Officer and three Tourist Information Assistants.</p> <p>The Chairman reiterated that proposals nevertheless needed to go through the budget process. It was noted that the Town Clerk’s report had not included financial figures. In response the Town Clerk advised that the proposal with North Somerset Council had only just been agreed. He emphasised that the information centre was unlikely to achieve significant income and would be subject to budget approval.</p> <p><b>RESOLVED:</b> That a Visitor Information Centre at the Bay (previously the Tropicana) for the 2016 season be approved and that the Town Clerk, in consultation with the Chairman and Vice Chairman, accordingly be authorised to finalise detailed terms for an agreement with North Somerset Council.</p>
229.	<p><b>To consider proposals for the town’s Tourism Brochure 2016</b></p> <p>The report of the Town Clerk was tabled.</p> <p>Carrier Direct had been selected through a procurement exercise in August 2014 to produce the Council’s yearly tourism brochure. The quote included advertising sales but unfortunately Carrier Direct had notified the Town Council in November that they were unable to sell enough advertising to fund the production of the 2016 brochure. Love Weston’s two highest levels of membership covered the inclusion of a free 1/16<sup>th</sup> page advert in the brochure. It was, therefore, prudent to investigate alternative options to produce the 2016 brochure.</p> <p>The Chairman and the Town Clerk had met with the editor of the Weston Mercury to discuss the re-development of a joint publication of the Mercury’s Explore in-resort Guide and the Love Weston brochure. It was recognised that there had been some issues around accreditation and accommodation in 2014 when Love Weston and the Mercury had previously published a joint brochure.</p> <p>Following further negotiations, the following terms were proposed for working together:</p> <ol style="list-style-type: none"> <li>1. Town Council will pay £4,000</li> </ol>

2. Council to have 8 pages of Love Weston advertising and editorial to include:

- 2 pages of accommodation/memberships
- 1 page Weston-super-Mare
- 1 page Clevedon and Portishead
- 2 pages Year of the English Garden, including a printed map if required
- ½ page Blakehay Theatre
- ½ page Water Park
- ½ page Museum
- ½ page Buy a Block (or combine with Museum)
- Content to be supplied by the Town Council with access to Mercury photograph library if required
- Mercury Editor Simon Angear to oversee the project
- Front page to carry Love Weston branding as well as Explore
- 10,000 copies to be collected by Council from Worle and the Town Council to deliver to Barnstaple (or elsewhere) for distribution.

Debate ensued on the content of the eight pages offered, and in particular the inclusion of a one page editorial for Clevedon and Portishead. Members were advised of the links with the visitor information centre and the brochure's coverage over a 40 mile radius for attractions. Obviously the Town Council would want to encourage tourists to stay in or near Weston-super-Mare but there were other attractions in the wider area. In response, members put forward various ideas on the content of the eight pages. It was acknowledged that the town was looking ahead to the future. However, heritage was an extremely important aspect of the town which could be better sold.

The Town Clerk's recommendation was put to the vote and **carried**. Accordingly it was:

**RESOLVED:** That the 2016 Love Weston and Explore brochure be approved and the Town Clerk in consultation with the Chairman and Vice-Chairman be authorised to finalise detailed terms.

*Councillor Ian Porter left the meeting at 3.00 pm*

### 230. **Water Park Improvements**

The report of the Responsible Financial Officer had been previously circulated with the agenda.

As part of the budget considerations for the financial year 2016/17, the Town Council had been asked to produce costs for the following facilities:

- Replacement 'wooden' facility for the current kiosk (café) structure.
- Provision for changing facilities to reduce the use of the toilets for changing.

Concerns were raised on the budget costs resulting from the survey undertaken by the Town Council's surveyor for the replacement kiosk. Members were advised that the surveyor's costings had erred on the side of caution.

Members were informed that the changing facility would be built by the Town Council's grounds team. In response, a member raised her concerns on the appearance of the proposed changing facility. The Water Park was a popular attraction and received many compliments. The changing facility which was to be constructed from fencing with a wooden door, could downgrade the Water Park.

	<p>Debate ensued.</p> <p>Members were assured that both structures, the kiosk and the changing facility, would be maintained to a high standard and that the Town Council had preventative maintenance in place.</p> <p><b>RESOLVED:</b> That the report of the Responsible Financial Officer be received and noted.</p>
<p>231.</p>	<p><b>Parks and Play Areas</b></p> <p>The Grounds Manager advised that quotations would be sought in 2016 for operational tree works following a tree decay assessment. He also informed that the grounds team would be attending a 3 day plant room training course in relation to the Water Park in January 2016.</p> <p><i>Councillor James Clayton left the meeting at 3.15 pm and rejoined the meeting at 3.18 pm.</i></p> <p>Training for the inspection of play areas had taken place. The Grounds Team were now up to speed with play area inspections. Grass cutting continued.</p> <p>In response to the Chairman's enquiry regarding play areas in West Wick, it was agreed that the Grounds Manager would contact North Somerset Council to discuss the Town Council taking over these play areas and future management.</p> <p><b>RESOLVED:</b> That North Somerset Council be contacted regarding the management of the new play areas in West Wick.</p>
	<p>There being no further business the Chairman closed the meeting at 3.25 pm</p> <p>Signed ..... Dated .....</p> <p>Councillor Peter Crew  <b>Chairman of the Tourism &amp; Leisure Committee</b></p>