

**WESTON-SUPER- MARE TOWN COUNCIL  
MINUTES OF THE TOURISM AND LEISURE COMMITTEE  
HELD AT GROVE HOUSE ON  
MONDAY 8<sup>TH</sup> FEBRUARY 2016**

**Meeting Commenced:** 2.00 pm

**Meeting Concluded:** 3.25 pm

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

**IN ATTENDANCE:** Malcolm Nicholson (Town Clerk), Tania Middlemiss (Assistant Town Clerk), Debbie Matthews (Tourism Consultant), Brian Howe (Worldhost), Steve Young (Weston Dairy Festival), Becky Parker (Weston Mercury), and Tricia Brabham (Committee Officer).

	<p><b>Public Participation (Standing Order No:8)</b></p> <p>The Chairman invited public participation at this point.</p> <p>Mr Steve Young was in attendance to support the Weston Dairy Festival application for a grant from the Town Council.</p> <p>Mr Young advised members that the festival was brought back last year after 27 years and attracted 45,000 people. The event was planned for 3-7<sup>th</sup> August 2016 and would take over the whole of the beach lawns with agricultural displays from the whole of the South West as well as a craft fayre, food fayre, catering and music. The grant would be used to pay for the non-income generating aspects of the event such as the infrastructure. The event would cost £28,000 to put on and £16,000 had been raised so far. A grant of £6,435 was being sought from the Council.</p> <p>The Chairman advised Mr Young that his request would be considered at the April meeting. Mr Young requested that it be considered earlier as paperwork needed to be submitted to DEFRA regarding the event.</p> <p>The Chairman advised that they could refer the application to Policy and Finance Committee.</p> <p><i>Mr Steve Young from Weston Dairy Festival left the meeting at 2.05pm</i></p> <p><i>Councillor Catherine Gibbons joined the meeting at 2.05pm.</i></p>
271	<p><b>To receive Apologies for Absence and Notifications of Substitutions</b></p> <p>No apologies for absence were received.</p> <p>Councillor Roz Willis would join the meeting later as she had a prior appointment.</p>
272	<p><b>To receive Declarations of Interest</b></p> <p>Councillor Ian Porter declared a non-pecuniary interest in agenda item 4 'Worldhost Customer Training'. Weston College supported the WorldHost proposal and Councillor Porter was an employee and governor of Weston College.</p>

273	<p><b>Minutes of the previous Tourism &amp; Leisure Committee meeting held on the 5<sup>th</sup> October 2015.</b></p> <p>The minutes had been previously circulated with the agenda.</p> <p><b>PROPOSED BY:</b> Councillor Jocelyn Holder  <b>SECONDED BY:</b> Councillor James Davis</p> <p><b>RESOLVED:</b> That the minutes be signed by the Chairman as a true record of the meeting.</p> <p><i>Councillor Derek Mead joined the meeting at 2.10 pm.</i></p>
274	<p><b>WorldHost Customer Training</b></p> <p>The WorldHost proposal had been previously circulated with the agenda.</p> <p>Mr Brian Howe advised members that Weston College would like to make Weston-super-Mare a destination for WorldHost. WorldHost was a customer service programme, developed in Canada and licensed by People 1<sup>st</sup> in the UK. People 1<sup>st</sup> were the leading skills/workforce development charity for employers in the hospitality, tourism, leisure, travel, passenger transport and retail industries.</p> <p>Mr Howe advised members of how Weston-super-Mare could become a WorldHost destination, and the benefits and advantages of becoming a WorldHost recognised destination.</p> <p>Mr Howe advised members that £13,000 was required to put 10 ambassadors through the one day training. Weston College would provide £3,000 plus the venue and catering. Weston Town Council and the Business Improvement District were being asked to contribute £5000 each.</p> <p>There would be a £45 per person charge for the first 200 attendees and £65 per person for the next 800.</p> <p>When questioned on the benefits of the proposal, Mr Howe advised members that advertising Weston-super-Mare as a WorldHost destination would attract people to the town and gives workers recognition, making them happier in the workplace.</p> <p>The Chairman thanked Mr Howe for his time and advised that the proposal would be discussed at the next meeting.</p> <p><b>RESOLVED:</b> That the WorldHost proposal be considered at the next meeting of the Tourism &amp; Leisure Committee.</p> <p><i>Councillor Willis joined the meeting at 2.20pm</i></p>
275	<p><b>To consider Applications for Tourism Grants</b></p> <p>The Chair advised members that applications for Tourism Grants would be considered at a future meeting.</p> <p><b>RESOLVED:</b> That Tourism Grants be considered at a future meeting.</p>
276	<p><b>Love Weston</b></p> <p>The report of the Love Weston Consultant had been previously circulated with the agenda.</p>

	<p>In answer to questions, members were advised that membership of the Love Weston website totalled 51. An SEO campaign had been undertaken and new content had been developed. Despite this the site was lacking event information. Event information could be submitted by anyone, but the feedback from event organisers was that they did not have the time to submit the information. The Love Weston Consultant advised members that she would be meeting event organisers on 25<sup>th</sup> February to capture event information for the website.</p> <p>Debate ensued. Members discussed the types of events listed, the need for big events to attract people to Weston-super-Mare, and the negative effect on the town when events were not listed.</p> <p><b>RESOLVED:</b> That the report be noted.</p>
277	<p><b>Love Weston Tourism Brochure 2016</b></p> <p>The Town Clerk advised members that the first proof for the brochure would be received later this week. The front cover would include Love Weston. At a meeting with the Mercury to plan the brochure, the editor of the Mercury had agreed three pages for advertising accommodation. The brochure would be published at the end of March.</p> <p><b>RESOLVED:</b> That the verbal report be noted.</p>
278	<p><b>Love Weston Stakeholder event</b></p> <p>The report of the Love Weston Consultant had been previously circulated with the agenda.</p> <p>A networking event which had been specifically organised for existing and new Love Weston members had been attended by 26 members and 4 non-members. A Councillor stated that he had not received an invitation and was concerned as to whether he had missed the event and might have been able to attend. The Consultant advised that the event was about updating existing Love Weston members on tourism related matters i.e., impacts on the Hinkley Point supply chain, new developments at the Tropicana building and new coastal paths as well as attracting new business for Love Weston. The Chairman confirmed that he and the Vice Chairman of Tourism and Leisure had been invited to the event. The Town Clerk advised that where appropriate other elected members could be invited in future.</p> <p><b>RESOLVED:</b> That the report be noted.</p> <p><i>Debbie Matthews, Love Weston Consultant left the meeting at 2.45pm.</i></p>
279	<p><b>Visitor Information Centre</b></p> <p>The report of the Town Clerk had been previously circulated with the agenda.</p> <p>The Town Clerk advised members that the location of the Visitor Information Centre (VIC) at the Bay (Tropicana) was rent and rates free but there was no lease or commitment. If the VIC were required to vacate the premises at the Bay, another suitable location would be made available. The VIC would also be used for first aid and lost children.</p> <p>The VIC would run as a subsidised information centre, not a business, but it would have some income streams.</p> <p>The Town Clerk's recommendation was put to the vote and <b>carried</b>.</p>

	<p>Accordingly it was:</p> <p><b>RESOLVED:</b> That performance indicators be used to monitor the success of the VIC, to include:</p> <ul style="list-style-type: none"> <li>• Visits to the VIC – using footfall counter</li> <li>• Monitoring types of enquiry</li> <li>• Revenue Income against target</li> <li>• Number of people giving feedback</li> </ul>
280	<p><b>Rate Cards</b></p> <p>The report of the Love Weston Consultant had been previously circulated with the agenda.</p> <p>The Chairman advised members that there had been no increase in rates, but that it was hoped Love Weston membership would move to platinum/platinum plus. A direct debit option for payment had been introduced for Gold, Platinum and Platinum Plus packages.</p> <p>Debate ensued. Members discussed the types of accommodation available on the website and the lack of accredited hotels in the town, resulting in a shortfall in this type of accommodation on the website. The Platinum Plus package included the cost of accreditation. With Travelodge moving into Weston, and Premier Inn developing extra bedrooms at Hutton Moor, local accommodation providers needed to be able to compete.</p> <p><b>RESOLVED:</b> That the Rate Card for 2016/17 be approved.</p>
281	<p><b>Renewal of the SLA with North Somerset Council</b></p> <p>The report of the Town Clerk had been previously circulated with the agenda.</p> <p>The Town Clerk advised members that the Service Level Agreement (SLA) included the operation of the Water Park and the VIC.</p> <p>There was no additional charge for the VIC, as the Town Council had taken the plant room maintenance back.</p> <p><b>RESOLVED:</b> That the Service Level Agreement with the Seafront and Events Team be renewed for 2016 (to include the new Visitor Information Centre but to remove the Plant Room Maintenance at the Water Park) at a reduced costs of £27,849 plus underwriting of the Pocket Guide to a reduced maximum of £2,000.</p>
282	<p><b>Parks and Play Areas</b></p> <p>The report of the Grounds Manager had been previously circulated with the agenda.</p> <p><b>RESOLVED:</b> That the report be noted.</p>
283	<p><b>Hutton Moor Skate Park</b></p> <p>The report of the Grounds Manager had been previously circulated with the agenda.</p> <p>Debate ensued. When questioned, the Town Clerk advised that the Town Council had entered into a 15 year lease for the skate park site. However, if the site was needed for the new swimming pool at Hutton Moor Leisure Centre then the Town Council would surrender the site on the condition that a different site was provided.</p>

	<p>For information, members were advised that a downloadable pdf would be made available which identified trees on the tree trail in the cemetery.</p> <p><b>RESOLVED:</b> That the report be noted.</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>