

**WESTON-SUPER- MARE TOWN COUNCIL**  
**MINUTES OF THE TOURISM AND LEISURE COMMITTEE**  
**HELD AT GROVE HOUSE ON**  
**MONDAY 4<sup>th</sup> APRIL 2016**

**Meeting Commenced:** 2.00 pm

**Meeting Concluded:** 3.35 pm

**PRESENT:** Councillors Peter Crew (Chairman), 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), Rob Thurston (Grounds Manager), Ian Jefferies (Tourism Assistant), Matt Bassett (NewMind) and Lesley Asman (Weston-super-Food Festival)

	<p><b>Public Participation</b> (<i>Standing Order No:8</i>)</p> <p>Lesley Asman, a Director of Weston-super-Food Festival, was in attendance to support the Weston-super-Food Festival's tourism grant application, agenda item 4.1.</p> <p>The Chairman welcomed Ms Asman to the meeting.</p> <p>In highlighting the festival as a local organisation, a social enterprise and a not for profit organisation, Ms Asman also wanted to highlight three other aspects of the event which were community involvement, current challenges and the future. The festival would not happen without the help of volunteers from the community and it had been a challenge moving the venue from the Winter Gardens to the Tropicana. The festival hoped to expand as an event to the South West and nationally. The organisers believed that there was a huge future for the festival but that the festival would still require sponsorship.</p> <p>The Chairman thanked Ms Asman.</p> <p><i>Lesley Asman left the meeting at 2.10 pm.</i></p>
356.	<p><b>To receive Apologies for Absence and Notifications of Substitutions</b></p> <p>Apologies for absence were received from Councillor James Clayton and the Love Weston Consultant, Debbie Matthews.</p> <p>Councillor Martin Williams was not in attendance.</p>
357.	<p><b>To receive Declarations of Interest</b></p> <p>Councillor Ian Porter declared a non-pecuniary interest in agenda item 4.4 'Worldhost Customer Training'.</p>
358.	<p><b>Minutes of the previous Tourism &amp; Leisure Committee meeting held on the 8<sup>th</sup> February 2016.</b></p> <p>The minutes had been previously circulated with the agenda.</p> <p>Councillor Ian Porter referred to minute number 272 informing members that he was not an employee of Weston College. He was employed by Forward Futures Recruitment Agency.</p> <p><b>PROPOSED BY:</b> Councillor Jocelyn Holder</p>

	<p><b>SECONDED BY:</b> Councillor James Davis</p> <p><b>RESOLVED:</b> That with the amendment, the minutes be signed by the Chairman as a true record of the meeting.</p>
359.	<p><b>To consider Applications for Tourism Grants</b></p> <p>The report of the Finance Officer had been previously circulated with the agenda.</p> <p>The Tourism Grants' budget @ 1<sup>st</sup> April 2016: £2000  Tourism Events' budget @ 1<sup>st</sup> April 2016: £10,000  Total Grants' budget available: <b>£12,000</b></p> <p>A member who was mindful of the budget available, was advised that awards were limited to £5000.</p> <p>The grants requested were:</p> <p><b>359.1 Weston-super-Food Festival</b>  Under power : Local Government Act 1972 section 137  <b>Grant applied for: £5000</b></p> <p>The application had been checked. The most recent audited accounts as at 31st March 2015 showed a net profit for the 2015 event of £1,184. This was the third year of the event.</p> <p>The grant would be used to contribute towards the increased costs of promotion and signage associated with the change of venue from the Winter Gardens to the Tropicana. The grant would also enable the organisers to bring in new attractions and expand the festival.</p> <p><b>359.2 Sand Sculpture Festival</b>  Under power : Local Government Act 1972 section 137  <b>Grant Applied for: £10,000</b></p> <p>No accounts had been received.</p> <p>Since 2006, the festival had grown from one single sculpture to a hugely anticipated international event, earning Weston the title of 'Sand Sculpting Capital' of the UK.</p> <p>The festival had entertained, excited and inspired hundreds of thousands of visitors.</p> <p>Organisers of the Sand Sculpture Festival would like to focus on two key elements this year to improve interactivity and encourage tourism and visitors to Weston-super-Mare.</p> <p><b>359.2.1 Workshops and Children Activities (requested grant: £5000)</b></p> <p>The grant would be used towards the on-going organisation of workshops for children of all ages and backgrounds. The organisers also wished to offer free workshops to under-privileged children or invite foundations and organisations for children with disabilities. The hope was to create more work places, buy more tools and pay additional staff for activities.</p> <p><b>359.2.2 Somerset Sand Sculpture Trail (requested grant: £5000)</b></p> <p>For the first time in the United Kingdom, the organisers would like to create a 'Sand Sculpture Trail', linking the sea front with hotels, attractions, museums, galleries and other businesses in the whole area of Somerset. The theme of 'When I Grow Up' would create Weston's dreams in sand sculptures in various cultural and commercial hot spots. The aim was to encourage both locals and tourists to visit the wider depths of Weston-super-Mare.</p>

### **359.3 Weston Diary Festival**

Under power: Local Government Act 1972 section 137

**Grant requested: £6,435**

The application had been checked. Only income and expenditure accounts had been submitted for last year's festival.

This was the second year of the festival.

The enterprise was looking to cover costs but at the point of receiving the application no other grants had been applied from elsewhere.

Over three days, the event would consist of:

- i. An animal and livestock show, with the Weston and District Young Farmers taking on the role of judges.
- ii. A plant, craft and vegetable show.
- iii. Dairy delights.

### **359.4 Worldhost Destination**

The WorldHost proposal had been previously circulated at the Tourism & Leisure Committee meeting on the 8<sup>th</sup> February 2016 but had been deferred.

Weston-super-Mare could become a WorldHost recognised destination, attracting more visitors to the town.

Members had been advised 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 had been asked to contribute £5000 each.

### **359.5 Hazy Days Music Festival (Weston Music & Arts Trust)**

Under power : Local Government Act 1972 section 137

**Grant requested: £3000**

No accounts had been received as this was a new venture.

Hazy Day Music and Arts Festival was a not-for-profit charity event taking place in the newly refurbished Tropicana. The idea was to grow a festival for Weston where the emphasis was to celebrate the musical and artistic talents of local people and create an annual event to grow year on year. Entry would be free with a limited number of VIP tickets available and would be a family friendly event. The group had already received 1500 registrations for the event.

The grant would be used for the initial set up of the event of which the indicated costs were £18,000.

In consideration of all five grant applications, debate ensued.

The principles and criteria for awarding grants were considered:

- a. Was the event free?
- b. Was there an entry fee?
- c. Was this a new event that required financial support initially?
- d. Should event profits be passed on to charities?
- e. Was the event educational?

	<p>The tremendous effort by volunteers to organise the Food Festival was acknowledged and a member gave her full support for a grant to be awarded. In consideration of the Dairy and Food Festival becoming a joint venture, the Chairman advised that the Food Festival was decisively an end of season event to attract visitors to the town in September. The Sand Sculpture Festival brought a lot of people into the town and should be supported. Worldhost would benefit the town and train people and businesses. A Worldhost presentation had been given at the Tourism &amp; Leisure Committee meeting on the 8<sup>th</sup> February 2016. Hazy Days Music Festival was free, not for profit and a new event for the town. Concern was expressed that the Hazy Days Music festival would be benefiting charities that some members may not wish to donate to but it was advised that this would only apply in the unlikely event of the festival making a surplus.</p> <p>Members felt that all the applications had merit and due to restricted budget each should be awarded £2,000, with the exception of £4,000 to go to the Sand Sculpture Festival.</p> <p><b>PROPOSED BY:</b> Councillor Ian Porter  <b>SECONDED BY:</b> Councillor Clive Webb</p> <p><b>RESOLVED:</b> To award the following grants:</p> <ol style="list-style-type: none"> <li>1. Weston-super-Food Festival:     £2000</li> <li>2. Sand Sculpture Festival:         £4000</li> <li>3. Weston Dairy Festival:           £2000</li> <li>4. Worldhost Destination:           £2000</li> <li>5. Hazy Days Music Festival:       £2000</li> </ol> <p>The total grants awarded by the Tourism &amp; Leisure Committee amounted to the total budget available of <b>£12,000.</b></p>
360.	<p><b>Love Weston Tourism Brochure 2016</b></p> <p>Copies of the tourism brochure were tabled.</p> <p>The Explore/Love Weston Tourism brochure was a joint venture between the Town Council and The Mercury newspaper.</p> <p><i>Councillor John Crockford-Hawley left the meeting at 2.25 pm. Although Councillor Crockford-Hawley's interest was non-pecuniary as a writer for the Mercury newspaper, he considered it prudent to leave the meeting during debate.</i></p> <p>The Town Clerk advised that 106,000 copies of the brochure had been produced, a 1000 of which had already been circulated. Members of the committee were pleased with the content and design of the brochure.</p> <p>The standard of accommodation in the town had been identified as poor during the Banksy Exhibition, and standards needed to be improved.</p> <p>Debate ensued on Love Weston's accreditation, Weston's Hotel Association, Premier Inn, Holiday Inn and the Travel Lodge.</p> <p>Members agreed that the brochure was an improvement on last year's and that it was going in the right direction.</p> <p><i>Councillor John Crockford-Hawley rejoined the meeting at 2.40 pm.</i></p>
361.	<p><b>Love Weston</b></p> <p>The report of the Love Weston Consultant had been previously circulated with the agenda.</p> <p><b>RESOLVED:</b> That the report be received and noted.</p>

362.	<p><b>Website Enhancements</b></p> <p>The report of the Love Weston Consultant had been previously circulated with the agenda.</p> <p>The Account Manager, Matt Basset of New Mind, was in attendance to give a presentation.</p> <p>New features were planned for the Love Weston website:</p> <ul style="list-style-type: none"> <li>i. Tiles of featured pages that could be used to promote key information/events and be used as advertising space.</li> <li>ii. A simple graphic map locating Weston-super-Mare countrywide and worldwide.</li> <li>iii. Google Translate with a flag icon.</li> <li>iv. 'Don't miss' featured pages/products to main navigation.</li> <li>v. Latest news functionality.</li> </ul> <p>The Account Manager detailed the advantages of the new features and the minor redesign of the homepage to allow for some of the new features. The aim was also to be more visual. Members were advised that the Love Weston website was doing well in Google page ranking. However, a member noted that sometimes there was no concept of what was actually happening in Weston-super-Mare.</p> <p>The Chairman thanked the Account Manager for his presentation.</p> <p><b>RESOLVED:</b> That the report of the Love Weston Consultant be received and noted.</p>
363.	<p><b>Visitor Information Centre</b></p> <p>The report of the Town Clerk had been previously circulated with the agenda.</p> <p>As previously reported, following the Committee's decision to establish a Tourist Information facility, negotiations took place with North Somerset Council for the creation of a seasonal Visitor Information Centre (VIC) at the Bay/Tropicana.</p> <p>Agreement had been reached. The area allotted at the Bay/Tropicana was a self contained room with large picture windows facing the promenade which could act as a 'shop front' for Love Weston.</p> <p>The Town Clerk advised that a VIC Information Officer had been appointed who had considerable Tourism experience not only countrywide but worldwide. The additional posts of Visitor Information Assistants were being advertised.</p> <p>Debate ensued on the hours of opening, staffing levels, advertising and information gathering.</p> <p>The Chairman advised that there would be a 'soft opening' on the 28<sup>th</sup> May 2016 followed by the 'proper opening' of the VIC, envisioned to be a joint opening in June by the Chairman of North Somerset Council and the Mayor of Weston-super-Mare Town Council.</p> <p><b>RESOLVED:</b> That the Town Clerk's report be received and noted.</p>
364.	<p><b>Water Park</b></p> <p>The report of the Town Clerk had been previously circulated with the agenda.</p> <p><b>364.1 Refreshment Kiosk and Changing Facility</b></p> <p>At its meeting on the 10<sup>th</sup> August and 5<sup>th</sup> October, the Tourism Committee agreed that the old refreshment Kiosk which predated the Water Park was in poor condition and should be replaced. In addition, following a number of requests from park users, it was agreed that changing facilities should be provided.</p> <p>The Town Clerk advised on the progress and erection of the new kiosk.</p>

	<p><b>364.2 Refreshment Kiosk Concession</b></p> <p>On the 5<sup>th</sup> October 2016, the Tourism and Leisure Committee considered a report from the Town Clerk when resolutions were made that:</p> <ol style="list-style-type: none"> <li>The refreshment kiosk concession with the improved facilities be re-procured in open competition.</li> <li>The new refreshment kiosk be let out as a concession for five years and that a break clause be included.</li> </ol> <p>Six quotations were received and opened in the presence of the Chairman and Vice Chairman on Monday the 7<sup>th</sup> March 2016.</p> <p>The preferred concessionaire withdrew their quotation after further negotiations and as a result an assessment of quality was made on two quotations held in reserve.</p> <p>The Town Clerk was pleased to announce that the concessionaire chosen was Claire Morris of Coco Browns. It was hoped that the kiosk would be ready for the new concessionaire, week commencing the 18<sup>th</sup> April with an opening date in May 2016.</p> <p>Debate ensued on the price bid, aggregated over the three years and the kiosk's opening times not being reliant on the Water Park being open.</p> <p>Members were advised that the changing facilities were largely constructed; that they had swing doors and were open air. In response to security concerns similar to those experienced by the Town Council managed public conveniences, the Grounds Manager advised that the facilities would need monitoring.</p> <p><b>RESOLVED:</b> That the report of the Town Clerk be received and noted.</p>
<b>365.</b>	<p><b>Parks and Play Areas</b></p> <p>The report of the Grounds Manager had been previously circulated with the agenda.</p> <p>In response to a member's question, the Grounds Manager advised that a Skate Park meeting had taken place between officers and skaters when fundraising mechanisms had been discussed.</p> <p><b>RESOLVED:</b> That the Grounds Manager's report be received and noted.</p>
	<p>There being no further business the Chairman closed the meeting at 3.35 pm.</p> <p>Signed ..... Dated .....</p> <p>Councillor Peter Crew</p> <p><b>Chairman of the Tourism &amp; Leisure Committee</b></p>