

WESTON-SUPER- MARE TOWN COUNCIL
MINUTES OF THE TOURISM AND LEISURE COMMITTEE
HELD AT GROVE HOUSE ON
MONDAY 12th FEBRUARY 2018

Meeting Commenced: 7.00 pm

Meeting Concluded: 7.45 pm

PRESENT: Councillors Peter Crew (Chairman), Ray Armstrong, James Davies, Alan Peak, Clive Webb and Roz Willis.

ALSO IN ATTENDANCE: Tania Middlemiss (Assistant Town Clerk), Caroline Darlington (Tourism Manager), Ellie Allen-Somers (Tourism Marketing Officer), Rob Thurston (Grounds Manager), Tricia Brabham (Communications and Committee Officer).

316	<p>Apologies for Absence and Notification of Substitutions</p> <p>Apologies of absence were received from Councillors Len Purnell, James Clayton, Ian Porter and John Crockford-Hawley.</p> <p>Councillor Martin Williams was not in attendance.</p>
317	<p>To receive Declarations of Interest</p> <p>There were no declarations of interest received.</p>
318	<p>To approve the accuracy of the minutes of the Tourism and Leisure Committee meeting held on the 12th February 2018.</p> <p>The minutes of the last meeting had been previously circulated with the agenda.</p> <p>RESOLVED: That the minutes be approved and signed by the Chairman as a true record of the meeting.</p>
319	<p>Love Weston</p> <p>The report of the Tourism Manager had been previously circulated with the agenda.</p> <p>Love Weston Membership and training</p> <p>The Tourism Manager informed members that partnership renewals were being signed, and that positive feedback was being received from the move from members to partners. A joining item had also been included in the Weston BID newsletter about how to join Love Weston.</p> <p>Visit Somerset had invited Love Weston to Digital Marketing even in February. Love Weston had also run social media training for partners in January.</p> <p>Following a meeting with the Heritage Action Zone Officer, it was hoped that Love Weston would be able to utilise some photographic material on the new Love Weston website.</p> <p>Business Awards</p> <p>The VIC had been awarded the 'Love Weston' Award by Weston-super-Mare Chamber of Commerce Weston Business Award 2018. The award was given to a business that had</p>

	<p>demonstrated a commitment to Weston-super-Mare and fulfil the Chambers's objective of promoting Weston as the place to live and work as well as the ideal holiday destination.</p> <p>The Tourism Manager thanked staff, councillors and officers for their support and encouragement in this achievement.</p> <p>The Chairman noted that the joint working with North Somerset Council had also contributed to the success of the VIC.</p> <p>Purple Flag The purple flag was awarded to a town when it was considered to be a safe night time location. Weston had received the award but the street wardens had distributed the stickers to some venues that we would have preferred them not to. The Chairman had advised North Somerset Council that Love Weston were happy to promote the purple flag on the new Love Weston website but that the venues given the stickers needed to be part of an accreditation to scheme to ensure that they met the right criteria.</p> <p>UKTIC – 1st March 2018 Visit Bristol were attending for the first time for a few years. The Tourism Manager had invited a lot of South West based TIC to attend.</p> <p>Temporary re-location to the Museum The Love Weston team had temporary relocated to the Museum to support the Museum staff with marketing plans, the website and social media. This had caused a major change of focus away from tourism due to the amount of work needed to their website and social media.</p> <p>The Chairman thanked the Tourism Manager and Tourism Marketing Officer for their commitment.</p> <p>VIC Staffing Plan Advertisements for casual staff and two supervisors post had one out. The VIC was open 10am till 4pm this week as it was half-term.</p> <p>Through Councillor Porter's involvement with Weston College they were looking to offer internships for tourism students.</p> <p>The possibility of a water refill station was being looked into but the wall that the refill station would be put on was a solid wall and not a stud wall.</p> <p>Explore Magazine The Chairman advised that they were intending this to be the last one. Numbers were falling each year and the website would take over. Considerations were being given to distribution methods for the year ahead.</p> <p>VIC signage The Chairman advised of discussions with NSC for flags on the Tropicana with the 'T' for information on. Discussions were also being held with a major attraction, in the hope that free advertising could be placed.</p> <p>RESOLVED: That the report of the Tourism Manager be received and noted.</p>
320	<p>Destination Marketing</p> <p>The report of the Tourism Marketing Officer had been previously circulated with the</p>

	<p>agenda.</p> <p>The Tourism Marketing Officer advised that Love Weston had 5625 social media followers: Twitter 4187 followers, and 75 new followers with 30,000 impressions in the last 60 days. Facebook 1,438 likes, and 94 new likes, with 22424 users reached.</p> <p>Social media Workshop Love Weston had held a social media workshop at The Blakehay Theatre for partners to learn tips and tricks about Facebook for their business. Similar events would be held for new businesses that joined in 2018.</p> <p>Facebook advertising Facebook advertising cost form £1 ad day, and could reach thousands of people that meet incredibly specific targeted criteria. Demographics could be used to select audiences according to age, gender and current cities. Facebook advertising could be used to announce the new upgrade of the Love Weston website.</p> <p>Destination Marketing Campaigns Discussions were currently being held with several advertising companies for the 2018 Spring and Summer campaigns.</p> <p>Website Development and Statistics</p> <p>The order had been placed for the new website and discussion were being held with A1 Camera Club, Weston College and freelancers to incorporate new photography and videography for the Love Weston website.</p> <p>The Tourism Marketing Officer talked through the website statistics noting that Glastonbury was a new entry in the top 10 demographics for December and January, and that events pages were leading traffic to the website.</p> <p>The Chairman advised that with the move to the new website, the Tourism Manager and Tourism Marketing Officer had suggested changing the name to Visit Weston-super-Mare.</p> <p>Debate ensued. The Tourism Manager advised that the Love Weston logo was not strong enough to make a statement on the website as it looked fuzzy and out of focus.</p> <p>The Chairman advised that the new website would take 8-10 weeks so they had time to think about the name.</p> <p>RESOLVED: That the report of the Tourism Marketing Officer be received and noted.</p> <p><i>7.30pm The Tourism Manager left the meeting.</i></p>
321	<p>Waterpark and Play Areas The report of the Grounds Manager had been previously circulated with the agenda.</p> <p>The Chairman advised that winter season is quiet at the Waterpark, but routine inspections had continued and ongoing repairs were being made.</p> <p>A member asked if they were concerned that people would use the water jets in the Town Square instead of the water park. The Grounds Manager advised that there was no fencing at the Town Square so it was not a secure area for children to play. The Waterpark also offered picnic areas, and changing facilities.</p>

	<p>RESOLVED: That the report of the Grounds Manager be received and noted.</p> <p>Lynch Farm Play Area The report of the Grounds Manager had been previously circulated with the agenda.</p> <p>The Grounds Manager advised that a procurement process had been undertaken for the refurbishment work to the play area at Lynch Farm. Although the cost level only required a quotation, a full tender process had been completed.</p> <p>The Grounds Manager advised that it had become clear that the site for the play area dropped off at one side, so discussions had been held with North Somerset Council who had agreed that it could be moved to one side so that the ground would be flatter. An exchange of letters would be required to confirm it.</p> <p>The Grounds Manager talked through the tender outcomes, and the two shortlisted designs, and asked members to decide who should be awarded the contract.</p> <p>The Grounds Manager noted that both designs were a big improvement of the swings that were there currently, but he advised that in his professional opinion the equipment by Sutcliffe was the best option for this particular site.</p> <p>Debate ensued. Members discussed the age of the users of the play area and the suitability of the equipment as well as the robustness of the equipment.</p> <p>A member questioned the paperwork submitted by Sutcliffe as a form had been missing. The Chairman advised that he had agreed to Sutcliffe being considered despite the missing form.</p> <p>RESOLVED:</p> <ol style="list-style-type: none"> 1. That the option identified with North Somerset Council to move the area of the lease by a few metres onto flatter land is approved. 2. That Sutcliffe Play be awarded the contract for the design and installation of play equipment and associated surfacing at the Lynch Farm Play Area.
	<p>There being no further business, the Chairman closed the meeting at 7.45pm.</p> <p>Signed: Dated: Councillor Peter Crew Chairman of the Tourism & Leisure Committee</p>