

**WESTON-SUPER- MARE TOWN COUNCIL
MINUTES OF THE TOURISM AND LEISURE COMMITTEE
HELD AT GROVE HOUSE ON
MONDAY 3RD DECEMBER 2018**

Meeting Commenced: 7.00 pm

Meeting Concluded: 8.15 pm

PRESENT: Councillors Peter Crew (Chairman), Ray Armstrong, James Clayton, James Davis, Jos Holder, Richard Nightingale, Alan Peak, Ian Porter, Len Purnell, Clive Webb and Martin Williams.

ALSO IN ATTENDANCE: Councillor Marc Aplin, Tania Middlemiss (Assistant Town Clerk), Sarah Pearse (Deputy Town Clerk/Responsible Financial Officer), Caroline Darlington (Tourism Manager), Ellie Allen-Somers (Tourism Marketing Officer), Rob Thurston (Grounds Manager) and Zoe Scott (Community and Grounds Administrator), Steve Matthews (SJ Surveyors) and Henry Woodsford (Weston Mercury).

236	<p>Apologies for Absence and Notification of Substitutions</p> <p>Councillor John Crockford-Hawley was not in attendance.</p>
237	<p>To receive Declarations of Interest</p> <p>There were no declarations of interest received.</p>
238	<p>To approve the accuracy of the minutes of the Tourism and Leisure Committee meeting held on the 8th October 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>
239	<p>Play Areas</p> <p>Motion re Castle Batch under Standing Order 11 by Cllr Catherine Gibbons 'We are concerned at the loss of equipment at the Castle Batch Play area and request that the council makes provision for their replacement and also puts in place an effective planned maintenance programme as soon as possible'</p> <p>The Chairman proposed that the Castle Batch swing be replaced early in the New Year depending on the Policy and Finance committee approving the overspend.</p> <p>Members debated anti-social behaviour on site, community projects and grant funding which had not materialised.</p> <p>PROPOSED BY: Councillor James Davis SECONDED BY: Councillor James Clayton</p> <p>A vote was taken and carried. Accordingly, it was:</p> <p>RESOLVED: That a replacement swing be installed early in the new year subject to Policy and Finance Committee approving the overspend. Essential Maintenance Repair and Replacement Programme (EMRRP)</p>

The report of the Deputy Town Clerk had been previously circulated with the agenda.

A presentation was given by the Deputy Town Clerk, the Community and Grounds Administrator and Steve Matthews (SJ Surveyors).

The Deputy Town Clerk advised members that the agenda item had been referred from Full Town Council on 26th November. The Deputy Town Clerk reported a robust mechanism for effective financial planning for future refurbishment and ongoing maintenance for the 21 Parks and Play Areas was required. The Deputy Town Clerk reported the purpose of the programme was to identify current condition in order to understand when play equipment was likely to need replacement based on its life expectancy.

Members noted the programme would be reviewed annually in order to check requirements and provide details for the next financial year. The Deputy Town Clerk informed that for the next 5 years' members should consider the value of £260,656 annually and were requested to:

1. Approve the adoption of a EMRRP programme for the council's 21 Parks and Play area provision.
2. Adopt the 5 year scheduled plan for the year commencing 1st April 2019.
3. Consider and set the annual budget requirements based on the plan for 2019 – 2014 of £260,656.
4. Agree that future annual reviews based on this system plan will be undertaken and received by the Tourism and Leisure committee as per its terms of reference for the management of play areas.

The chairman referred members to the time frames. Steve Matthews confirmed that the planned maintenance programme was a 60-year plan in total and reviewed annually.

PROPOSED BY:- Councillor James Davis

SECONDED BY:- Councillor Ian Porter

A vote was taken and **carried**. Accordingly, it was:

RESOLVED:

1. To approve the adoption of a EMRRP programme for the council's 21 Parks and Play area provision.
2. Adopt the 5 year scheduled plan for the year commencing 1st April 2019.
3. Consider and set the annual budget requirements based on the plan for 2019 – 2014 of £260,656.
4. Agree that future annual reviews based on this system plan will be undertaken and received by the Tourism and Leisure committee as per its terms of reference for the management of play areas.

241	<p>Parks and Play Areas</p> <p>The report of the Grounds Manager had been previously circulated with the agenda.</p> <p>Canberra Road Play Area The Grounds Manager informed the committee that Canberra Road play area was complete and had a soft opening. Members noted that there would be a formal opening in February half term with the Mayor in attendance. The final sign off with Proludic would be held on the 10th December.</p> <p>Wyvern Close The play equipment had been installed at Wyvern Close and the Grounds Manager reported that Proludic was waiting for the safety surface to be put in place as the ground needed to be dry.</p> <p>General Play Area Management Routine play inspections had continued and the independent annual inspection was completed in early October. There were no high risk findings and only 6 medium risk findings. The Ground Manager informed the committee the grounds team are making it a priority to address the 6 medium risk items.</p> <p>Parks and Open Spaces The flower beds had been re-planted with spring flowering plants. Westhaven School were assisting the Grounds team again.</p> <p>RESOLVED: That the report of the Grounds Manager be received and noted.</p>
242	<p>Water Park</p> <p>The report of the Grounds Manager had been previously circulated with the agenda.</p> <p>The Grounds Manager gave an update of the total income for 2018/2019 at £40,728.</p> <p>Members noted there had been challenges with obtaining income from the catering concession and action was being taken by the RFO following council policy with reminder letters.</p> <p>The Grounds Manager informed that the Service Level Agreement with North Somerset Council had worked very well during 2018 and was anticipated to continue for 2019/20.</p> <p>RESOLVED: That the report of the Grounds Manager be received and noted.</p>
243	<p><i>The Grounds Manager left the meeting at 7.40pm.</i></p> <p>Destination Website and Marketing Campaigns - Visit Weston-super-Mare:</p> <p>The report of the Tourism Marketing Officer had been previously circulated with then agenda.</p> <p>Website statistics The Tourism Marketing Officer gave an overview of the Visit Weston website's performance with October and November's visitor statistics.</p> <p>Social Media The Tourism Marketing Officer reported the Visit Weston social media accounts had been performing well with a total of 7,605 followers on Facebook, Twitter and Instagram.</p>

	<p>Members noted that the Tourism Marketing Officer was currently running a ‘12 Days of Christmas’ competition on Facebook for which 12 partners had donated prizes. The competition had reached 7,000 Facebook users on the first day.</p> <p>Advertising (Explore, Pocket Map and Visit Somerset 2019) The Tourism Marketing Officer reported the Tourism Manager had meetings with the Weston Mercury to discuss the Explore magazine and pocket map for 2019. Members noted the Tourism Manager had reduced advertising in Explore to 3 pages for the Visit Weston accommodation and partner’s directory. The magazine would have a print run of 25,000 to 45,000 and the Mercury had offered to send the magazine to Visit Weston customers at cost.</p> <p>The Chairman thanked the Weston Mercury for offering to send individual brochures on the behalf of the tourism department.</p> <p>The Tourism and Marketing Officer reported that the Visit Somerset committee had chosen Weston-super-Mare as the front cover for their 2019 guide. 150,000 copies of the guide had been printed and would be distributed in Tourist Information Centres across the UK.</p> <p>RESOLVED: That the report of the Tourism Marketing Officer be received and noted.</p>
244	<p>Partnership Working</p> <p>The report of the Tourism Manager had been previously circulated with the agenda.</p> <p>Visit Weston Partnership Working and Initiatives The Tourism Manager informed the committee that over the summer period the tourism team had worked cohesively to increase the partnership programme with new types of businesses. Members noted partnership was at a current total of 82.</p> <p>Members noted the new rolling contracts had been well received and several new sign ups had resulted. A member asked if Visit Weston took direct debit payments to which the Tourism Manager advised they could only set up standing orders.</p> <p>2019 Partnership Fees The Tourism Manager informed members that 2019 partnership fees were addressed annually in April. The Tourism Manager suggested in order to increase revenue Visit Weston should increase the fees in line with market conditions to the following:</p> <p>Bronze £150 Silver £250 Gold £350 Platinum £500 Platinum Plus £700</p> <p>Open Day An open day was held at the Visitor Information Centre on 8th November for potential and current partners. The Tourism Manager reported that the open day was successful and Puxton Park signed a contract to take a full window advert replacing AJ’s Karting at £1,200. Debbie Apted from the Weston Chamber of Commerce discussed with partners how they could help with Weston’s efforts to become plastic free. The Tourism Manager informed members partners and Debbie Apted found it a useful forum for an exchange of information.</p> <p>Visit Somerset (Details circulated with agenda of the Visit Somerset proposal) The Tourism Manager reported that following on from discussions at the last committee meeting, the Tourism Manager and the Assistant Town Clerk had met with Councillor Ian Porter and John Turner, CEO of Visit Somerset to explore joint working opportunities. An</p>

	<p>offer had been made to Visit Weston to become a ‘Strategic Partner’ of Visit Somerset for an annual fee of £1,000. The Tourism Manager had suggested a platinum plus partner role was not appropriate and Visit Somerset proposed a tailor-made offer with a new fee of £1,500 per annum. This included time with the CEO and a seat on the Visit Somerset board. During the meeting the Tourism Manager had suggested Visit Somerset should become a platinum partner of Visit Weston in return. Members noted the Tourism Manager needed to further investigate and discuss the proposal.</p> <p>The Tourism Manager reported a quarter page advert had been bought for Visit Somerset 2019 guide.</p> <p>North Somerset Council The Tourism Manager reported the relationship with North Somerset Council staff in the Visitor Information Centre had been going from strength to strength and to solidify relationships for 2019.</p> <p>UK TIC Forum Members noted the Tourism Manager negotiated with the UKTIC Forum to establish a regional forum within the nationwide body, called the Southern UKTIC Form. The Tourism Manager approached Tourist and Visitor Information Centres’ throughout Somerset, Dorset, Wiltshire, Gloucestershire, Worcestershire, Devon and Cornwall. The take up had been high and the first meeting was to be held in December. The date had been postponed to January or February at The Royal Hotel with free room hire as well as discounted rates for lunch and tea breaks.</p> <p>RESOLVED: That the report of the Tourism Manager be received and noted.</p>
245	<p>Visitor Information Centre (VIC)</p> <p>The report of the Tourism Manager had been previously circulated with the agenda.</p> <p>Bristol, Bath and Somerset Tourism Awards The Tourism Manager reported the Visitor Information Centre was awarded Silver in the Visitor Information Service of the Year category.</p> <p>Shop & Ticket Sales Net shop sales were recorded at £8,059 against a budget of £7,200.</p> <p>Visitor Numbers & Footfall 45,772 visitors were recorded into the Visitor Information Centre on the footfall counter, with a healthy increase on 2017 season (25,594) and 2016 opening season (24,000).</p> <p>The Tourism Manager reported that the Town Centre Partnership currently had no method of counting visitors and they were in negation with potential new suppliers.</p> <p>A member disagreed that Visit Somerset’s proposal was a platinum plus package and the key intention was about a marketing strategy for the whole of the Town Council and queried the total marketing spend vs losses and requested to amalgamate all department marketing budgets.</p> <p>Debate ensued between the chairman and a member. A proposal for consideration of a strategic partnership with Visit Somerset was:</p> <p>PROPOSED BY: Councillor Ian Porter SECONDED BY: Councillor Martin Williams</p>

	<p>Voting was 2 for and 3 against. The proposal was therefore lost.</p> <p>The Tourism Manager was asked to outline the impacts on Visit Weston customers and suggested that a reciprocal arrangement had been suggested to Visit Somerset.</p> <p>Councillor James Davis requested a full rounded report detailing the pros and cons and with the aim not to see income compromised. It was then:</p> <p>RESOLVED:</p> <ol style="list-style-type: none"> 1. That a presentation by Visit Somerset be received at a full Town Council meeting to consider the possibility of a strategic partnership. 2. That the report of the Tourism Manager be received and noted.
	<p>There being no further business, the Chairman closed the meeting at 8.15pm.</p> <p>Signed: Dated:</p> <p>Councillor Peter Crew Chairman of the Tourism & Leisure Committee</p>