

WESTON-SUPER- MARE TOWN COUNCIL
MINUTES OF THE TOURISM AND LEISURE COMMITTEE
HELD AT GROVE HOUSE ON
MONDAY 4TH FEBRUARY 2019

Meeting Commenced: 7.00 pm

Meeting Concluded: 7.50 pm

PRESENT: Councillors Peter Crew (Chairman), Ray Armstrong, James Clayton, Jos Holder, Dave Hitchins, Richard Nightingale, Alan Peak, Clive Webb & Martin Williams.

ALSO IN ATTENDANCE: Tania Middlemiss (Assistant Town Clerk), Sarah Pearse (Deputy Town Clerk/Responsible Financial Officer), Caroline Darlington (Tourism Manager) Zoe Scott (Community and Grounds Administrator).

314	<p>Apologies for Absence and Notification of Substitutions</p> <p>Apologies for absence were received from Councillors Len Purnell, James Davis and John Crockford-Hawley & Ian Porter.</p> <p>Councillor Ian Porter was substituted by Councillor Dave Hitchins.</p>
315	<p>To receive Declarations of Interest</p> <p>There were no declarations of interest received.</p>
316	<p>To approve the accuracy of the minutes of the Tourism and Leisure Committee meeting held on the 3rd December 2018.</p> <p>The minutes of the last meeting had been previously circulated with the agenda.</p> <p>PROPOSED: Councillor James Clayton SECONDED: Councillor Clive Webb</p> <p>RESOLVED: That the minutes be approved and signed by the Chairman as a true record of the meeting.</p>
317	<p>Destination Website and Marketing Campaigns - Visit Weston-super-Mare:</p> <p>The report of the Tourism Marketing Officer had been previously circulated with the agenda. The report was presented as written, covering the below points:</p> <ul style="list-style-type: none">• Website statistics – December 2018• Top ten pages – viewed in November & December• Social Media Updates• Advertising (Explore, Pocket Map and Visit Somerset 2019) <p>The key points to note were:</p> <p>Our website host had reported cross the board seasonal dips in tourism website traffic which were being attributed uncertainty around exchange rates for sterling.</p> <p>The next report will cover the full website statistics for January and February.</p>

	<p>Chicago had appeared in the Top 10 list of demographics and rankings were still strong.</p> <p>Weston-super-Mare was voted 8th in the top friendliest places to visit by Booking.com. The Facebook post had reached nearly 20,000 people. The biggest reach a post has had so far.</p> <p>Icescape had created a strong website and social media following.</p> <p>The winter destination marketing campaign at M4 service stations where high footfall had been measured at 212,370 (Leigh Delamare) and 484,385 (Frankley and Reading) had been viewed as successful.</p> <p>Carrier Direct's contract to distribute Explore Magazine for the Town Council had not been renewed. Instead Archant would be going to print in April and would distribute Explore 2019 to individuals and VIC/TIC's on our behalf.</p> <p>Members noted that this move was as a result of the move to reduce our involvement in funding costly print publications where there was a high cost association and declining need.</p> <p>The Assistant Town Clerk confirmed that we were currently recruiting for the Tourism Marketing Officer role and hoped to fill the vacancy in March.</p> <p>RESOLVED: That the report of the Tourism Marketing Officer be received and noted.</p>
<p>318</p>	<p>Partnership Working:</p> <p>The report of the Tourism Manager had been previously circulated. The report was presented as written, covering the below points:</p> <ul style="list-style-type: none"> • Visit Weston Partners • North Somerset Council • UK TIC Forum • Visit Somerset • Weston Chamber of Commerce • BID Steering Group <p>The key points to note were:</p> <p>The Tourism Manager was covering the TMO role and as a temporary measure two casual staff were engaged in sales. This was working well with 4 partner renewals and several new customer sign ups including several in the Clevedon area and a luxury cabins on the Riverside Holiday Park site.</p> <p>There had been a huge spikes in social media engagement as a result of Facebook post sharing - DIY SOS coming to Weston and the donation by Banksy of the Pinwheel.</p> <p>Despite the snowy weather the Southern UKTIC Forum's inaugural event on 1st February went ahead with some great discussions and sharing of experiences. Local MP John Penrose attended to share his experiences in tourism from a national perspective and came up with some interesting concepts. The forum agreed it was a good idea to find an initiative which everyone can move forward with together. Potentially grouping under one banner and approaching Visit England for funding as currently the funding went to county level via Visit England.</p> <p>Visit Weston were actively engaged in marketing the destination as a whole via advertising campaigns which other members of the group were not. It was suggested that cross</p>

	<p>marketing could help one another as well as joint marketing initiatives for the South West area. A Member highlighted the value of this work adding that speciality in advertising and marketing was key.</p> <p>Visit Weston had recently celebrated success and won an award for Outstanding Contribution to Tourism at the Weston Business Awards on 1st February 2019.</p> <p>At the BID Steering group, it was felt that Weston-super-Mare required a “handle” which promoted the entire town centre area along the lines of “City of Culture” but a different theme.</p> <p>Members noted continued partnership working with North Somerset and on-going discussions regarding Visit Somerset’s proposal.</p> <p>.</p> <p>RESOLVED: That the report of the Tourism Manager be received and noted.</p>
319	<p>Visitor Information Centre (VIC):</p> <p>The report of the Tourism Manager had been previously circulated. The report was presented as written, covering the below points:</p> <ul style="list-style-type: none"> ● Staffing for 2019 ● VIC Sales ● VIC Houskeeping <p>The key points to note were:</p> <p>The Assistant Town Clerk and Tourism Manager were currently engaged in recruiting for seasonal VIC staff in readiness for an April opening.</p> <p>New VIC window advertising had been negotiated over the winter period for Wookey Hole and Puxton Park.</p> <p>Changes to the back office to include stud walling in order to ensure better soundproofing and privacy had been held up which had also impacted the ability to use TV screens for advertising, therefore alternative ideas were now be looked into.</p> <p>RESOLVED: That the report of the Tourism Manager be received and noted.</p>
320	<p>Parks and Play Areas</p> <p>7.1 Parks and Play Areas:</p> <p>To receive the report of the Grounds Manager which had been previously circulated with the agenda. The report was presented as written, covering the below points:</p> <ul style="list-style-type: none"> ● Canberra Road – Official opening taking place on 20th February ● Wyvern Close – Multi-Play Unit completed ● Future maintenance and budget planning ● Castle Batch – Swing completed ● General Play Area Management

RESOLVED: That the report of the Grounds Manager be received and noted.

7.2 Waterpark

To receive the report of the Grounds Manager which had been previously circulated with the agenda.

The Deputy Town Clerk explained how the current catering concession is being ended ahead of schedule. This follows a substantial period where no concession payments were received by the Town Council. A payment plan has however now been agreed following discussions with the concessionaire. A procurement exercise will now need to be undertaken to award a new concession.

RESOLVED: That the report of the Grounds Manager be received and noted.

7.3 Play area - Essential repair and replacement programme

The report of the Deputy Town Clerk following budget adjustments made 21.01.19. had been previously circulated.

The report recommended:

Waterpark -

- Carry out procurement for the resurfacing of the splash pad and replace jets and water features as required. Capital budget provision for this is £52,250.
- Carry out programmed works to the plant room (Repairs and consumables budget)
- Extend life of Fixed timber identified in year 1 using Somerset Recycling.

Coniston Green -

- Due to the nature of identified requirements in the Risk Assessment a design and build procurement should proceed immediately with the balance of money available in the capital works budget £70,000 for all three pieces of equipment and necessary safety surfacing.
- Repairs to the edges of safety surfaces on other pieces of equipment will be carried out with budget provision in 2018 /2019 by ramping tarmac up to the raised edges that have now occurred.
- The gate and missing fixings should also be prioritised using the 2018 /2019 equipment repairs budget ahead of the EMRRP starting in April 2019.

Uphill Toddler Area & Jubilee Park -

- Recommendations made in the risk assessment should be actioned and explored to prolong the life of this equipment prior to or not later than April 2019. This should be monitored throughout the year and moved into the capital works programme next year for complete reassessment.

A vote was taken and accordingly it was **carried**.

RESOLVED:

1. Noted and approved works within the budget breakdown £200,000 for works to be undertaken during 2019 / 2020 based on the EMRRP previously approved
2. Approved commencement of the capital works procurement as detailed in 1 Waterpark of the report and 2 Coniston Green of the report, noting the contingency of £3,601 be available as required for either the Waterpark or Coniston Green.

	3. Note and approve the necessary change to the previously approved EMRRP in relation to Uphill Toddler Area and Jubilee park as detailed in the report.
	There being no further business, the Chairman closed the meeting at 7.50 pm. Signed: Dated: Councillor Peter Crew Chairman of the Tourism & Leisure Committee