

**WESTON-SUPER- MARE TOWN COUNCIL
MINUTES OF THE TOURISM AND LEISURE COMMITTEE
HELD AT THE VISITOR INFORMATION CENTER ON
MONDAY 22nd JULY 2019**

Meeting Commenced: 7.00 pm

Meeting Concluded: 7.31 pm

PRESENT: Peter Crew (Chairman), James Clayton, David Dash, Peter McAleer, Daniel Marcos-Ashworth, Alan (arrived at 7.20 pm) Peak, Marcia Pepperall, , Catherine Gibbons, Sonia Russe and Ella Sayce.

ALSO IN ATTENDANCE: Councillor Ian Porter, Malcolm Nicholson (Town Clerk), Tania Middlemiss (Assistant Town Clerk), Zoe Scott (Community and Grounds Administrator, (CGA) Caroline Darlington (Tourism Manager (TM), and Emma Williams (Tourism Marketing Officer (TMO).

108	<p>Apologies of Absence and Notifications of Substitutions</p> <p>Apologies for absence were received from Councillors Aplin and Councillor John Crockford-Hawley</p>
109	<p>Declarations of Interest</p> <p>There were no declarations of interest received.</p>
110	<p>To approve the accuracy of the minutes of the Tourism and Leisure Committee meeting held on the 3rd June 2019</p> <p>The minutes of the meeting had been previously circulated with the agenda.</p> <p>RESOLVED: That the minutes be approved and signed by the Chairman</p>
111	<p>Visit Weston-super-Mare</p> <p>The report of the Tourism Marketing Officer (TMO) had been previously circulated prior to the meeting with the agenda.</p> <p>The TMO gave a report overview updating on the latest website statistics, social media initiatives, current and forthcoming destination marketing campaigns and advised that since the report had been written, it had been confirmed that “Visit Weston” would be the official match sponsor for the Bristol City match against Leeds on the 4th August 2019, which included TV coverage. Questions and were invited from Members.</p> <p>Members noted tabled examples of current artwork/visuals being used in advertising campaigns, mechanisms for monitoring physical footfall and frequency of website statistics monitoring.</p> <p>A Member asked if there was any way of knowing if visitor numbers to the Visit Weston Facebook page and website converted to the actual footfall figures of those visiting Weston-super-Mare.</p>

	<p>The TMO explained that referrals for bookings could be relayed back to Visit Weston website and statistical analysis could be broken down in many ways. Traditionally these included, monthly and year on year benchmarking, trends were compared in different ways for example, individual months are compared to the previous year. In addition, the Visitor Information Centre and BID Company undertook internal and seafront footfall monitoring which was reported to the Tourism and Leisure Committee every two months.</p> <p>It was noted that June 2019 rainfall and ‘Google Walled Garden’ had impacted significantly on website hits in the last two months.</p> <p>The idea was put forward about using full length pictures of the entire bay, to better depict Weston and whether this could be expanded upon, suggestions included the use of college students for film and photography.</p> <p>A Members raised that author rights were important to recognise and that students should be paid for this type of work.</p> <p>111.1 Partnership Working</p> <p>The report of the Tourism Manager had been circulated prior to the meeting with the agenda.</p> <p>The Tourism Manager welcomed the Committee Members to the Visitor Information Centre and introduced the Supervisor and Intern from the twin town of Hildesheim who was undertaking a summer appointment at the VIC.</p> <p>Members noted recent signings including Weston-super-Mare Association Football Club, bringing plenty of promotional ideas and potential to sell children’s football kits in the VIC. Partnership numbers were constantly moving up and down due to business closures, current initiatives included diversification and expansion of the geographical area to expand the choice to customers.</p>
<p>112</p>	<p>Visitor Information Centre</p> <p>The report of the Tourism Manager had been circulated prior to the meeting with the agenda.</p> <p>The Southern UKTIC Forum was held for the 3rd time in Weston-super-Mare with the National Conference taking place in October in Doncaster which the TMO would be attending. Common themes included discussion on the need for advertising to the domestic market. It was questioned why Brean wasn’t a part of the forum, and was the Tourism Manager explained that they did not have a VIC.</p> <p>Discussion ensued on the impacts of several recent coastal resort surveys where the responses had been mixed.</p> <p>Discussion ensued regarding the public’s knowledge of the beach accessible wheelchair and whether there was potential opportunity to get another one, however this would pose logistical issues and there was a lack of storage space at the VIC. It was suggested that perhaps the Waterpark could home one.</p>

	<p><i>Councillor Marcos-Ashworth arrived at 19.20 pm</i></p> <p>Members noted details of shop and ticket sales, including installation of Ticksource in order to promote and sell Blakehay and Museum events and noted other key events that were being promoted from the VIC.</p> <p>The Chairman announced that the VIC had recently been awarded “winner” in the category “Workplace Award” at the PRIDE Awards, which recognises an employer or workplace that has created an environment that has changed or continues to change the lives of LGBT+ people. The event had been Weston-super-Mare’s first Equality Champion Awards and held on the Grand Pier in June and would be followed by the PRIDE Festival to be held in Grove Park on 27/28 July which VIC staff would be supporting.</p>
<p>113</p>	<p>Parks and Play Areas</p> <p>The report of the Community and Grounds Administrator had been circulated prior to the meeting with the agenda.</p> <p>Members noted ‘expressions of interest’ dates and the upcoming timetable for tender submission, interviews, approval and commencement of works.</p> <p>The Chairman expressed the need for Councillors to sit on the interview panel for the Coniston Green Refurbishment Project and express at early stage specific requirements around disabled equipment.</p> <p>RESOLVED: Councillors James Clayton, Peter Crew, Catherine Gibbons and Ella Sayce would sit on the interview panel for Coniston Green.</p>
	<p>There being no further business, the Chairman closed the meeting at 7.31 pm.</p> <p>Signed: Dated:</p> <p>Councillor Peter Crew Chairman of the Tourism & Leisure Committee</p>