



**WESTON-SUPER-MARE TOWN COUNCIL
MINUTES OF THE AMENITIES, CULTURE AND LEISURE COMMITTEE
HELD AT 32 WATERLOO STREET ON
MONDAY 10th MARCH 2025**

Meeting Commenced: 7.00 pm

Meeting Concluded: 8.46 pm

PRESENT: Councillors Simon Harrison-Morse (C), Ray Armstrong, Roger Bailey, Annabelle Chard, Jemma Coles, Peter Crew, Owen James (S), Caroline Reynolds, Robert Skeen and John Standfield.

ALSO, IN ATTENDANCE: Fay Powell (Director of Community Services/Deputy Town Clerk), Samantha Bishop (Democratic Services Manager) and Warren Parker-Mills (Visitor and Information Services Manager).

299	Apologies for Absence and Notification of Substitutes Apologies for absence were received from Councillors Catherine Gibbons substituted by Owen James.
300	Declarations of Interest There were none received.
301	To agree the accuracy of the previous Amenities, Culture and Leisure Committee Minutes held on 13th January 2025 The minutes of the Amenities Culture and Leisure Committee had been previously circulated. PROPOSED BY: Councillor Peter Crew SECONDED BY: Councillor Annabelle Chard A vote was taken and carried . Accordingly. RESOLVED: That the Minutes of the Amenities Culture and Leisure Committee be signed and approved.

<p>302</p>	<p><u>AMENITIES</u></p> <p>To approve the (DRAFT) Notes of the Allotments Community Consultative Group held on the 20th February 2025</p> <p>The draft minutes had been previously circulated.</p> <p>PROPOSED BY: Councillor Roger Bailey SECONDED BY: Councillor Annabelle Chard</p> <p>A vote was taken and carried. Accordingly.</p> <p>RESOLVED: - That the notes be received.</p>
<p>303</p>	<p>Town Council Signs</p> <p>The report of Director of Community Services/ Deputy Town Clerk had been previously circulated.</p> <p>The purpose of the report was to give an overview of current town council signage to provide condition and awareness of maintenance requirements.</p> <p>The majority of the signs had not had maintenance for many years and were inconsistent displaying the town council's logo and out of date contact information.</p> <p>As a result of an inconsistent approach to maintenance and repair and replace programme, signs were in varying states with the majority in bad condition, not containing accurate information and were not in a format which met the Disability Discrimination Act 1995.</p> <p>The council approved a £15k revenue budget for 25/26. This budget would allow the start of a robust programme of replacement and updating in the priority order shown in Appendix1.</p> <p>There was not a complete list of signs that have been installed since the council's inception in 2000 and as such, the council has identified known areas and the list will undoubtedly increase, following full audit across teams. It would also need to allow for any new signage required through the devolution process from NSC during 25/26.</p> <p>The Deputy Town Clerk informed that she was hoping to have received some figures for repair, but due to the company being no longer in existence, this would be reported at a later meeting.</p> <p>It was noted that any new play areas would require signs and existing, updated in line with RIDDOR requirements.</p> <p>It was considered important for the council to approve and address its signage and the point was made that the increase in the recent budget setting was to address areas such as signage within the next two years.</p> <p>It was noted that quotes for vinyl signs had been sought to try and keep the costs down where possible.</p>

It was suggested that the council consider the location and state of NSC signs in places like Ashcombe Park, where they were only 5m away and in poor state, which would affect the impacts of new and improved town council signage. New signs could also look to include QR codes linking into social media and tourism trials.

The Deputy Town Clerk informed that she would bring back costings and designs for signage at a later meeting.

It was requested that the council work with NSC on signage to ensure that hedgerows were cut back to reveal signage.

PROPOSED BY: Councillor Jemma Coles

SECONDED BY: Councillor Peter Crew

A vote was taken and **carried**. Accordingly.

RESOLVED: - That the report be noted and the order of signage maintenance programme be approved.

304 Cemetery Walls

The report of Chief Executive Officer/ Town Clerk had been previously circulated.

The purpose of the report was to provide update information with regard to areas of wall which had collapsed in Milton Road Cemetery and gain approval for emergency expenditure, should it be required in the interim period, whilst a full analysis and procurement exercise (including structural and build specifications) for the repairs were underway.

As a result of heavy rainfall and storms between December 2024 and January 2025, two areas of walling were now in need of substantial repair. Wall 1 – The damage was thought to be a direct result of the storm and high winds over the xmas period. The boundary wall backed onto neighbouring properties where there was a large tree close to the wall. The area has been secured off with Heras fencing and has had a visual inspection by the Councils building surveyor and arboriculturist surveyor to assess initial safety. The council has gained written permission from the property owner to undertake a full survey on the tree to enable works to be specified and undertaken.

The cemetery walls were not covered under the council's insurance and as such, costs would need to be met to repair the damage.

Wall 2 – The wall had been monitored for movement since it was first reported to council as a result of a previous resolution passed.

Following heavy rainfall, the wall has now had a section of collapse. The council's professional teams were working to review previous structural engineer reports and were producing a specification for tender to repair the section, working with the arboriculturist who was undertaking full tree surveys. The wall was on a split site on the old boundary wall of the original cemetery and again, had significant trees adjacent to the area in question.

	<p>Members questioned ownership of the walls to which the Deputy Town Clerk advised that wall 2 was owned by the council and wall 1 would be determined.</p> <p>It was noted that both wall repairs fell within the council's PPM budget provision and the committee's permission was requested to approve the works.</p> <p>PROPOSED BY: Councillor Robert Skeen SECONDED BY: Councillor John Standfield</p> <p>A vote was taken and carried. Accordingly.</p> <p>RESOLVED: -</p> <ul style="list-style-type: none"> a) That the report be noted with regard to the 2x cemetery walls. b) To approve any emergency works that arose following professional service reports that exceed the delegated £10,000 allowed. (This would only be used in emergency). In the absence of the CEO/Town Clerk (on leave) this delegation would be passed to the Director of Community Services (Deputy Town Clerk).
<p>305</p>	<p><u>CULTURE</u></p> <p>To approve the (DRAFT) Notes of the Old Town Quarry Start and Finish Group held on the 3rd February 2025</p> <p>A vote was taken and carried. Accordingly.</p> <p>RESOLVED: - That the draft notes be received.</p>
<p>306</p>	<p>Weston Wallz 2025</p> <p>The report of the CEO/Town Clerk and proposal from Upfest (Appendix 1) with regard to the programme for Weston Wallz 2025, had been previously circulated.</p> <p>The purpose of the report was to provide update information and proposals from Upfest for Weston Wallz 2025. The dates for this year's programme were 19th – 27th July 2025.</p> <p>Officers had met with Upfest organisers to discuss the ambitions for 2025 and as a result, a proposal was attached for members consideration.</p> <p>The proposal provided options which would need to be considered in regard to monies being available. The council had allocated £20,000 within its Community Events Grants budget which was essential as core funding, to enable Upfest to apply for grant funding and support from other community partners such as Super Culture and Arts Council England. The exact programme would therefore be based on the amount of additional grant funding to be raised.</p> <p>It was noted that a further application was being made to the Grants and Governance Sub Committee for a supporting event in the town. This would be considered in April 2025 and if approved, would also provide further match funding to support the Arts Council Grant application for 2025 being made by Upfest.</p> <p>The Committee welcomed the proposal however, concern was raised that Weston had not received a return on its investment from the previous year's event and that</p>

some businesses had lost money, turning away business in exchange for hosting the event. It was noted that there were also no local artists featured in the event.

The Committee felt strongly that local artists within the parish boundary of WsM needed to be engaged with on the event this year.

It was therefore

PROPOSED BY: Councillor John Standfield

SECONDED BY: Councillor Caroline Reynolds

A vote was taken and **carried**. Accordingly.

RESOLVED: -

- a) To formally approve the budget allocation for Weston Wallz 2025 - £25,000 and to release monies to Upfest for Tier 1 Programme provided;
- b) Subject to evidence that that local artists within the parish boundary of WsM be engaged with and included within the event.
- c) To note Tier 2 proposals were subject to Arts council England grant funding.

307 Town Vitality

The report of Chief Executive Officer/Town Clerk and Director of Community Services /Deputy Town Clerk had been previously circulated.

The report outlined the Town Council's ambition areas within its current strategy and it was noted that the Senior management team and various WSMTC councillors, had attended many town initiative meetings with partners within the town including Place Agency and Weston BID.

For a prolonged period of time it had been recognised that improvements needed to be made with regard to the image of the town centre to encourage footfall and visitors to the town, by providing a welcoming environment which in turn, supported business, however financial pressures have often impacted and determined outcomes.

Via the council's community consultations and Councillor workshops it was one area that was consistently mentioned but had perhaps been overcomplicated in the past in terms of where the responsibility lied.

WSMTC staff had taken the initiative to action and address some of the common themes and areas in need within the town centre. This has been a result of, and was being executed working in close partnership with NSC and the BID, without whom progress would not be made. Round the table discussions to understand issues, resources and requirements were held in January 2025, which have led to initiatives now being actioned with a combined resources approach.

It was reported that an improvement in the town center had been noticed and that the streets off the center needed attention and that contractors seemed to be waiting to clear.

Members welcomed the concept however raised concern that the benefits of it needed to be received in all areas of WsM and not just the town center.

It was reported that the roundabout boats needed attention to which the Deputy Town Clerk informed that orders had been placed to plant up and paint the boats.

It was noted that the coming changes in commercial waste from the 1st April and additional bins may exacerbate the cleaner streets issue and the lack of support for businesses with implementing this.

The Deputy Town Clerk reported that a new flag pole would be in place at the Italian Gardens, once siting permissions had been resolved and that the flag pole at Grove House, Grove Park was planned to remain.

It was noted that 9 Blooming Weston volunteers had been organised for planting schemes around the town.

In response to an update of the inclusion of a Literacy Festival within the town council events, the Deputy Town Clerk informed that she had provided information to Super Culture on this, who were looking to making a grant application to the Grants and Governance Sub Committee meeting.

PROPOSED BY: Councillor Roger Bailey
SECONDED BY: Councillor Robert Skeen

A vote was taken and **carried** (noting one vote against). Accordingly.

RESOLVED: - To acknowledge and approve the Town Vitality initiatives for 2025 listed in 1.1-1.5 of the report.

308 Waterpark Toilet Replacement

The report of the Community Operations and Resources Manager had been previously circulated.

The purpose of the report was to provide an update with regard to the replacement of the Waterpark toilets following the decision made at the Finance and General Purposes Committee, held Monday 16th December 2024, *'to approve that the tender process could begin for the installation of two waterless toilets at the water adventure play park subject to budget.'*

Since then, quotes have been obtained to meet the resolution with regard to the Waterless toilets, these were provided in the Appendix attached. Initial consultation with Waterless toilet operators estimated costs of £25,000 which fell below the need for formal tender, hence the quotation process followed.

PROPOSED BY: Councillor Peter Crew
SECONDED BY: Councillor Jemma Coles

A vote was taken and **carried**. Accordingly.

RESOLVED: -

- a) To approve the installation of Mains Drainage facilities in recognition that a Waterless system would not cope with the footfall numbers in peak season.
- b) To approve the lowest quotation for a mains drainage unit as follows:

John West Contractors:

Cabin = £24,500

	<p>Installation and removal of old - £11,600 (including adaption of concrete base / drainage)</p>
<p>309</p>	<p><u>LEISURE</u></p> <p><i>Councillor Jemma Coles left the meeting at 7.49pm</i></p> <p>UK Theatre Visit</p> <p>The feedback from Members and Officers who attended on the UK Theatre Visit on the 26th November 2024 had been previously circulated.</p> <p>It had been recognised that feedback and evaluation from attendance to events, conferences and training needs to be disseminated and shared with colleagues and councillors to provide awareness and knowledge growth.</p> <p>This report provides feedback on a recent visit to the UK Theatre HQ in London. The conference offered valuable insights for both staff and councillors, focusing on the current landscape for theatres, museums, and other public arts venues. A key theme across all organisations was the challenge of income generation, with discussions centred around strategies to enhance revenue in the context of an uncertain national environment.</p> <p>Both staff and councillors found the experience highly beneficial, as it provided dedicated time for open discussions on ideas and challenges, enabling a collaborative approach to addressing shared concerns and gain a clear understanding of the work carried out in the theatre.</p> <p>Discussion ensued regarding the conclusions of the Blakehay Business Review Start and Finish Group and the timetable for the interviews.</p> <p>The Chair requested an update for the Committee on the timetable for the interviews, to which the Deputy Town Clerk would address and circulate an update to members of the Committee.</p> <p>A vote was taken and carried. Accordingly.</p> <p>RESOLVED:</p> <ul style="list-style-type: none"> a) To note the feedback report from Members and Officers. b) That an update on the timetable for the Blakehay Theatre interviews be circulated to the Committee ASAP. <p><i>Councillor Jemma Coles returned to the meeting at 7.58pm.</i></p>
<p>310</p>	<p>To receive the proposal from EAT Festivals for Christmas Lights Switch On 2025</p> <p>EAT Festivals proposal to the Town Council to provide entertainment, a selection of high-quality producers to support the lights switch-on and management of these elements at a fee of £500 was previously circulated.</p> <p>The Committee noted that the council had a Service Level Agreement in place with the Town Centre Partnership to provide a Christmas Lights Switch on event and</p>

	<p>that unfortunately, there was no further budget provision available to approve the proposal.</p> <p>PROPOSED BY: Councillor Jemma Coles SECONDED BY: Councillor Peter Crew</p> <p>A vote was taken and carried. Accordingly.</p> <p>RESOLVED: That on the grounds that the council had a Service Level Agreement in place with the Town Centre Partnership to provide a Christmas Lights Switch on event and that there was no budget provision available, it must decline the proposal from EAT Festivals.</p>
<p>311</p>	<p>Tourism Update for the 2525 Season</p> <p>A PowerPoint Presentation by the Visitor and Information Services Manager took place, focusing on the following key points:</p> <ul style="list-style-type: none"> • 5 values/pillars (Town Council Strategy) • Internal thinking on brands • Cohesiveness with the organisation • Weston Welcomers • Silca • Interactive Map <p>A question and answer session then took place and the Visitor and Information Services Manager encouraged members to contact him with any other questions and ideas.</p> <p>Members were impressed with the presentation and associated work carried out and thanked the Visitor and Information Services Manager for the very worthwhile presentation.</p>
	<p>There being no further business the Chair closed the meeting at 8.46 pm</p> <p>Signed.....Dated</p> <p>Chair of the Amenities, Culture and Leisure Committee</p>



**WESTON-SUPER-MARE TOWN COUNCIL
NOTES OF THE OLD TOWN QUARRY
START AND FINISH GROUP
HELD AT 32 WATERLOO STREET ON
TUESDAY 25th FEBRUARY 2025**

Meeting Commenced: 1:08 pm

Meeting Concluded: 1.33 pm

PRESENT: Councillors Gillian Bute, Annabelle Chard, Catherine, Robert Payne and John Standfield.

ALSO, IN ATTENDANCE: Fay Powell (Deputy Town Clerk), Sarah Jackson (Project Manager), Molly Matthews (Senior Development Officer), Matt Hardy (Community Operations and Resources Manager) and Rebecca Saunders (Civic and Committee Admin Officer)

1.	<p>Apologies for Absence and Notification of Substitutes</p> <p>Apologies for absence were received from Councillor Helen Thornton with no substitution.</p>
2.	<p>Declaration of Interest</p> <p>No declarations of interest were received.</p>
3.	<p>To agree accuracy of the notes of the previous meeting held 4TH February 2024</p> <p>PROPOSED BY: Councillor John Stanfield SECONDED BY: Councillor Annabelle Chard</p> <p>RESOLVED: That the minutes be approved.</p>
4.	<p>Build Contract updates</p> <p>4.1 Project progress update</p> <p>The minutes from the latest site meeting had been previously circulated.</p> <p>The Project Manager-Sarah Jackson advised the monthly report of The Council appointed Building Surveyor, would follow at the next meeting. A site meeting had been held on the 11th February and all items raised at the previous meeting were in hand. An end of works date had been set for the 9th July 2025 and the Community</p>

	<p>Ownership Fund (COF) team had been made aware of this date as it exceeded the fund spending deadline of 30th June 2025 and there would also need to be a snagging timeline incorporated after this date. It was hoped that this timeline could be brought forward once the roof was completed, allowing for time to be made up on the next phase of the build.</p> <p>An updated report would be brought to the next meeting.</p> <p>RESOLVED: That the verbal report of the Project Manger be noted.</p>
<p>5.</p>	<p>Community Project Updates:</p> <p>5.1 General Project Update</p> <p>The Project Manager reported that the licenses for the studios were still with the solicitor but it was hoped they would be back soon. In the first instance, these would be shared with previous occupants as agreed and they would be given first refusal. Once take up from past occupiers was clarified and that other parties that had enquired, others would be contacted.</p> <p>Artspace (community group) had now confirmed WECA (West of England Combined Authority) funding, to move onto site and deliver Community Art projects. This funding had been allocated to house and deliver the WECA Art Membership project.</p> <p>Two cabins were due to be installed on the hard-standing area: one for the Town Council via the Community Ownership Fund, and the other for Artspace. Timelines for these would be reported to the next meeting.</p> <p>5.2 community engagement update</p> <p>The Project Manager reported that the last Quarry Conversation held on 28th January, which was a general update, had been very well attended and received. Community engagement would now take the form of focus groups to form the Quarry community led Year 1 plan. The focus groups would cover the 4 key topics:</p> <p>Arts, Educational learning, Events and Environment and conservation.</p> <p>A member enquired if opinions of young people had been considered to which the Project Manager informed that due to the very short project timeline, there had not been as much time as hoped to target this demographic but the project was in contact with Childrens and Young Person (CYP) Forum Coordinator via VANS.</p> <p>The Chair enquired if the action agreed at the last meeting regarding future transport links around the area had been undertaken.</p> <p>The Project Manger advised that initial discussions had been positive and a bus route covering the area was planned.</p>
<p>6.</p>	<p>Other project considerations</p> <p><u>6.1 Future Occupation & Licenses</u></p>

	<p>The Senior Development Officer reported that despite the Town Clerk chasing the solicitors for licenses, these had still not been received.</p> <p>ACTION: Officers would continue to follow up and bring an update to the next meeting.</p>
<p>7.</p>	<p>Future Agenda Items</p> <p>None requested by Members.</p>
<p>8.</p>	<p>Future Meeting date – confirmation of times and locations</p> <p>15th April 2025 @ 1pm at 32 Waterloo Street.</p> <p>Members requested a group site visit before next meeting.</p> <p>ACTION: The Project Manager would enquire if this would be possible.</p>
	<p><i>To resolve under the Public Bodies (Admissions of Meeting) Act 1960 to exclude the public and press for the following item by reasons of the confidential nature of the business.</i></p>
<p>9.</p>	<p>Quarry Café Concession</p> <p>The briefing note and supporting information from the Senior Development Officer had been previously circulated.</p> <p>The Senior Development Officer gave an outline of the proposed timeline and tender procedure and reported that it was hoped to be in a position to appoint the concession at the Finance & General Purposes Committee meeting on 16th June 2025.</p> <p>Work had been done with NSC to ensure the proposed procedure is in line with other procurement processes in town.</p> <p>PROPOSED BY: Councillor Catherine Gibbons SECONDED BY: Councillor Annabelle Chard</p> <p>RECOMMENDED: To carry out an Expression of Interest exercise in order to test the market.</p>
	<p>There being no further business the Chair closed the meeting at 1.33 pm</p> <p>Signed.....Dated</p> <p>Chair of the Old Town Quarry Start and Finish Group</p>

DRAFT



WESTON-SUPER-MARE TOWN COUNCIL

Amenities, Culture and Leisure Committee – Monday 12th May
Museum 50th Anniversary Celebrations – 28th June 2025
Museum Services Manager

1. Purpose and Background of Report

To provide an update regarding the plans to celebrate 50 years of Weston Museum being in the Gas Light Company building in Burlington Street.

Planned activities as follows;

Date	Time	Contributor	Commitment
28-Jun	All day	Gilbert’s Sweet Shack	1970's sweet stall
28-Jun	All day	Infinity Alexander	Spend the day with his camper van (hopefully in courtyard dimensions permitting) and engaging visitors
28-Jun	Am & Pm	Tidal Wave Dance Company	1970s Dance performance, in courtyard and outside in street, 2 sets 11 am 1 pm
28-Jun	All day	County Motor Museum	Provide 1970s cars for view in Burlington Street
28-Jun	All day	Clara's café	1970s café offer – Cakes & Sandwiches
28-Jun	All day	Museum Staff & Vols	1970s Dress Code
28-Jun	All day	NS Council	Road Closure
1 st June onwards		TBC	1970s retail offer
28-Jun	All Day	Face Painter Staff/vols/local groups	offer 1970s themed face painting for children
28-Jun	All day		Exhibition of 1970s ephemera in the learning Space
27-Jun	Evening	Internal Event	VIP event for sponsors/supporters/WSMTC/NSC/SWHT

2. Options for Council

N/A

3. Reason for Recommendation

N/A

4. Expected Benefits

Increased footfall and secondary spend in the shop and café.

Opportunity to promote the museum, museum services and the wider Town Council.



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5. Implications

N/A

5.1. Legal

N/A

5.2. Risks

Fire Evacuation - Increased footfall may exceed maximum visitor numbers this will be mitigated by opening the rear courtyard to be used as an additional fire exit on the day.

Road closure frustrations – Letters to be sent 6 weeks prior to the event to residents and car owners who pay to use the private parking spaces opposite the museum. They will be allowed access before 10am and after 4pm and a discount voucher from Clara's café will also be sent as a good will gesture.

5.3. Financial Implications

Minimal financial implications due to contributors not charging fees. Refreshments and road closure administration charge has been budgeted for and will be taken from the museum's learning and events budget.

5.4. Timescales

1 evening event and 1 all day event on 27th & 28th June respectively.

5.5. Stakeholders

N/A

5.6. Contractors

No external contractors are needed for the event. Support has been arranged for road closure signage, marshalling and litter management from the wsmtc grounds team.

5.7. Crime & Disorder (councils have a legal duty to consider impact)

There is no expectation of crime or disorder at this community event. Precautionary measures will be in place on the day to include; the museum's link to the street wardens via stores-net radio, an event plan being communicated to the Community Liaison Officer, and CCTV.



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5.8. Biodiversity (councils have a legal duty to consider impact)

N/A

5.9. Privacy Impact (consider Privacy Impact assessment)

N/A

5.10. Equality & Diversity (councils have a legal duty to consider impact)

This is an open, free to attend event for all.

6. Appendices

N/A

7. Members are recommended to: To note this report and support the event if possible with loaning any 1970s ephemera to the museum for the day. Loaned items will be added to the 'Walk Down Memory Lane' exhibition in the learning space and invigilated by staff/volunteers at all times during the day. Please email museum@wsm-tc.gov.uk for details.

Lisa Clemons

Museum services Manager

02/05/2025

30th April 2025

Overspend Report – Visit Weston.

Warren Parker-Mills (Tourism & Information Services Manager).

1. Executive Summary

Since I started this role at the end of September 2024, I've identified several issues relating to the Visit Weston partnership packages. These issues have significantly impacted partner satisfaction, revenue generation, and internal efficiency.

This report outlines some the problems observed, a review of current practices, and recommendations for improvement and strategic restructuring.

"Our business partners should be integral to the Visit Weston strategy; however, we must focus on fostering deeper collaboration through tailored engagement, rather than applying a one-size-fits-all approach. Our aim should be to position Visit Weston as an essential component of our partners' business success, not merely a supplementary option to their PR requirements."

2. Key Issues Identified

2.1 Package Delivery and Partner Engagement

- Many elements promised within the partnership packages were unavailable or poorly executed.
- There was a clear lack of post-sale engagement, contributing to diminished goodwill and trust.
- Partners were led to believe that PR campaigns (e.g. airport/magazine advertising, motorway service stations and shopping centre signage) would be ongoing, which never materialised due to a lack of promotional budget.

2.2 Lack of Internal Systems and Documentation

- No CRM system was in place to manage partner relationships.
- No logs of e-mail communication or signed contracts were found within the systems available to me, I can only view the invoices that were issued.
- Contact details were outdated or inconsistent, and historical partner interactions lacked documentation, creating operational confusion.

2.3 Misalignment Between Package Promises and Delivery

- Packages offered data analytics and click-through reports, which were never delivered.
- Our web developer (Simpleview) expressed concerns over the feasibility of providing meaningful analytics. I feel that we should have focused on driving

SEO intelligence towards our partners pages, in addition to developing our Whats On search results.

2.4 Website Functionality and Misrepresentation

- Partners were told they could upload 12 images, while the website limits listings to 10 images per page.
- Basic tools such as Google Analytics were underutilised, and Microsoft Clarity was not even being used to identify user experience or page dwell.
- Simpleview's CMS/DMS systems are outdated and difficult to manage internally, hindering flexibility and the ability to showcase our partners pages.

2.5 Overcharging and Developer Accountability

- Numerous concerns have been raised regarding overcharging and our own lack of asking for the right strategic information from Simpleview.
- As a consequence, I feel we have experienced a lack of innovation or retention initiatives compared to some of other tourism based websites that exist. In actual fact, on initial questioning, the website was give an overall score of 6/10 by our Account Manager.
- We've continued to use SEO services from Simpleview without really developing a plan of execution. We have now cancelled that monthly report and video call and we are looking to find an alternative optimisation solution either internally or from another third party specialist.

2.6 Contractual Clarity and Partner Awareness

- Many partners were unaware of the rolling contract terms and required notice period.
- No reminders were sent before contract renewals, leading to dissatisfaction and mistrust.
- Internal processes for renewals and invoicing were time-consuming and inconsistently managed.

2.7 Communication Deficiencies

- Partners reported that the only communication received from the Town Council was in relation to payments.
- There appeared to be an assumption that payments would follow once invoices were issued, leading to the emergence of aged debtors back from May 2024 onwards (that's 5 months before I even started my role).

2.8 Overselling and Partner Disengagement

- Packages were oversold and underdelivered, leading to strained relationships with several key partners.
- A significant effort will be required to regain partner trust and rebuild commercial relationships.

3. Strategic Recommendations

3.1 Contract and Operational Overhaul

- Eliminate auto-renewal contracts and adopt fixed-term agreements (April 1 – March 31 annually).
- Introduce a digital contract system (e.g. DocuSign) detailing a breakdown of services, benefits, review timelines and full explanation of renewal process.
- Issue a formal "Visit Weston Partner Pack" to all confirmed partners which will also include a certificate and a partnership door/window decal.

3.2 Partnership Structuring

- Allow NEW partnerships to start throughout the year, on a pro-rata basis.
- Returning partners who miss the "early bird" deadline should pay a 20% surcharge on the pro-rata rate.
- Concerted effort to re-engage and onboard previous partners.
- Host a Business Partner Day each November to showcase successes and present future plans.
- Use other Sales opportunities like the Interactive Map, the Silica business directory and a potential Co-Operative scheme, to engage and upsell our services.

3.3 Service Improvements

- Allocate and program featured slots in the Visit Weston homepage carousel, encouraging a closer working relationship around promoting specific events.
- Promote partners at the Weston Independent Market and through key channels such as the VIC's.
- Focus on delivering a higher-quality service to 20–30 core partners, developing more meaningful and validated campaigns.

3.4 Marketing and Engagement Enhancements

- Use Visit Weston branding across town centre boards included the beach front locations to increase awareness of our services.
- Introduce a renewal campaign to encourage early bird deals in January each year.
- Include a contractual clause requiring partners to meet basic Accessibility standards (especially visitor attractions and accommodation providers), enhancing both inclusivity and SEO performance.

4. Website Development Strategy

- Begin scoping a new website during this summer with the intention of initiating a public tender for a new CMS/DMS solution by early autumn.
- The current system provided by Simpleview is outdated and lacks the flexibility required to support modern tourism marketing initiatives.

- The existing contract with Simpleview expires in May 2026 and we will need to have a replacement for Visit Weston, in place by that time.
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5. Positive Engagement

- New revenue has already been generated and we've enjoyed positive interest in partnerships, from the key decision makers within the businesses below:
 - The Beach Race
 - Weston Independent Market
 - The Playhouse Theatre
 - Plaza Cinema
 - All Stars
 - The Helicopter Museum
 - Rock Up
 - Summer Fest On The Beach
 - Weston College
- Recent conversations with new and returning partners show growing confidence in the updated approach and I'm hopeful we can start to create a more stable foundation for the partnership program as we bring resources together.

6. Conclusion

Immediate reforms are essential to restore partner trust, improve internal processes, and deliver genuine value. By implementing these structured changes, I believe that Visit Weston can re-establish itself as a credible and valuable partner within the town and potentially onboard business partners from further afield.

30th April 2025

Branding Amendment – Visit Weston.

Warren Parker-Mills (Tourism & Information Services Manager).

1. Executive Summary

We are currently using a blue to light green gradient logo across all Visit Weston branding. However, I feel it lacks visual impact across our distribution channels, including the website, social media, print materials, and signage. Additionally, the logo's placement on a white background appears somewhat dated and could benefit from a refreshed, more contemporary presentation.

2. Variant Change

2.1 Existing vs Proposed

- Improved brand visibility from a distance and on digital devices.
- Introducing background colour instead of white can enhance readability, particularly for users with dyslexia.
- Using a warm sand tone adds softness to our branding and is visually gentler, especially when applied to larger spaces like the Visitor Information Centre and Silica vinyls.

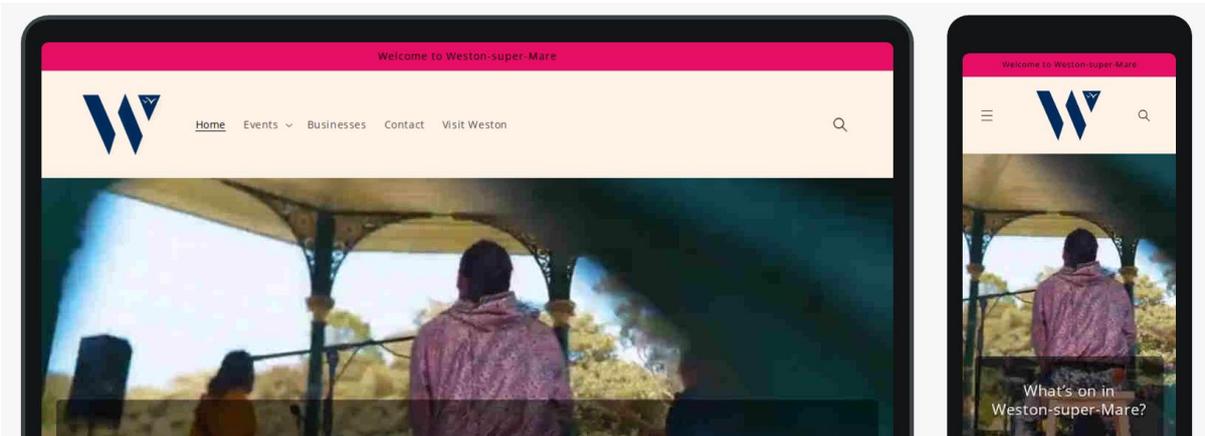


3. Proposed Use Cases

3.1 Visit Weston Website, WhatsOnWeston and Social Media Channels

- Provides an opportunity to refresh our brand without incurring additional costs.

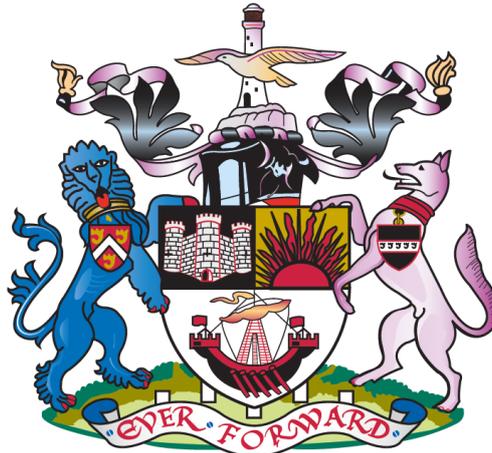
- Updates the overall look and feel of our branding to appear more contemporary.
- Serves as a versatile brand carrier for merchandise, swing tags, packaging, and more.
- The proposed colour (#002b5c) complements our existing palette and opens the door to introducing a few new accent options.



WhatsOnWeston landing page



Interactive Map



Tender Report

Design and Build of an Adult Gym at Castle Batch Park in Weston-super-Mare.

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1. Executive Summary

This Tender Report provides an analysis of the tenders returned in response to enquiries sent for the procurement of a Contractor for the Design and Build of an Adult Gym at Castle Batch Park in Weston-super-Mare.

The Adult Gym was identified by Big Worle and their local plan as a priority for Worle and its residents. In the Town Council's position as Locally Trusted Organisation for Big Worle, a tender exercise has been carried out on their behalf under Town Council governance, as required as their LTO. Big Worle funding, totaling £15,000, has been provided for this project.

Within this report the suitability of the design and playability of the equipment have been assessed together with a technical assessment of the guarantees, warranties, method statements and operational information submissions from the contractors, this assessment is a vital part of the selection of the contractor for the new design and will aid the Town Council during the contractor selection process.

One tender has submitted in accordance with the tender instructions. The submission has been assessed within the report. The proposal that has been submitted is technically compliant.

It is felt that the tender received is suitable for assessment, and would be a suitable installation at Castle Batch Park. Big Worle are happy with the submitted design.

2. Introduction

2.1. Generally

This Tender Report provides an analysis of the quotes submitted in response to enquiries sent out to five contractors for works associated with the design and build of an Adult Gym at Castle Batch Park in Weston-super-Mare. The five were:

1. KOMPAN, Shirwell Crescent, Furzton Lake, Milton Keynes, MK4 1GA
2. Proludic Ltd, The Play Hub, Bradmore Business Park, Loughborough Road, Bunny, Nottinghamshire, NG11 6QA
3. The Great Outdoor Gym Company LTD, The Goods Shed, Jubilee Way, Faversham, Kent, ME13 8DG
4. Ustigate Ltd, 11 Masthead, Capstan Court, Crossways Business Park, Dartford, Kent, DA2 6QG
5. Wicksteed Leisure Limited, Digby Street, Kettering, Northamptonshire, NN16 8YJ.

2.2. Tenders

Tenders were due to be received by 11th April 2025 by 12 noon. One contractor returned tender in accordance with the tender instructions. Four companies failed to submit a tender. The contractors were asked to submit a scheme with a budget of £15,000. The one company that returned a tender was:

1. Wicksteed Leisure Limited, Digby Street, Kettering, Northamptonshire, NN16 8YJ.

The Tender was delivered to the offices of Weston-super-Mare Town Council at 32 Waterloo Street. The Tender submitted was opened in the presence of officers of Weston-super-Mare Town Council at the offices of Weston-super-Mare Town Council.

3. Tender Process

3.1. Process

This Tender Report provides an analysis of the quotes submitted in response to enquiries sent out to five contractors for works associated with the design and build of an Adult Gym at Castle Batch Park. The tender return is set out in section 2.2 above.

The tender process has been undertaken in accordance with Weston-super-Mare Town Council standing orders and standard JCT procedures.

The report considers the submissions in terms of the compliance of the Contractors submission with the Town Councils tender instructions and a technical assessment of the design and requested information submitted.

It was the intention of the Town Council to assess the fee bids through the use of a quality matrix weighted, 70% to the written submission and 30% to the interview. It was intended that this will allow the quality of the submissions to form part of the successful bid. The maximum score that could have been achieved under the assessment process was be 100. As only one tender was received, there was no means of comparison. As such, due diligence has been carried out to ensure this one tender return is suitable and meets the requirement of the Council, and therefore no scoring has been provided.

3.2. Tender assessment

The tender was sent out to procure a Design & Build contractor to design and build the Adult Gym at Castle Batch Park. The contractor is to operate within a fixed price to reflect the funding provided by the Town Council, the budgets for the project given to the Design & Build Contractors initially within the Tender were £15,000 (exclusive of VAT).

The instructions to tender issued to the contractors gave a detailed list of requirements both as a design brief and also with regard to the information requested to be provided with the tender submission.

While the majority of this information has been requested to enable the technical submission to be assessed, the instruction to complete and return the formal Form of Tender is to ensure the tender process and submission comply with the Town Council's financial regulations and the form of tender contains several statements relating to Social Impact, Health & Safety, Collusion and Validity of the Tender.

3.3. Tender Returns

Company	Tender Figures	Form of Tender Included	Budget breakdown Included	Companies own Terms & Conditions Imposed
Wicksteed	£15,000	YES	YES	YES

The details of the documents to be provided with the tender and issued to the contractors is set out below, both printed and electronic copies of this information was requested:

3.4. Schedule of Documents

The documents listed below will be required as part of the submission for assessment.

A. Programme

Please submit a programme, outlining the key project dates, milestones, and stages.

B. Financial cost Statement

Please submit a Financial Cost Statement detailing how the project will be achieved within the Town Council's budget of £15,000, the submitted budget will include an elemental breakdown of all costs.

C. Design Approach

The tenderer must demonstrate within their submission how the proposed design promotes inclusivity for all potential users and how the design provides exercise value for all users that has the ability to challenge within an acceptable level of risk.

D. Design Information

Please submit an initial design this should include:

1. a briefing document / design summary
2. Details of the key staff within the project team with a summary of experience and qualifications covering design and delivery of the project.
3. Detail and summary of ancillary elements i.e. Bins, Seating, Fencing and safety surfaces.
4. 3-year Maintenance Costs Schedule
5. 3-year Maintenance Works Schedule
6. Detailed plan of equipment layout, position of equipment and ancillary elements along with circulation routes
7. Details of handover and certification procedure (to include post installation inspection report)

E. Experience

Please submit details of three previous similar projects that you have undertaken, please provide contact details for the clients and all relevant information such as value of works, contract duration and client liaison

F. Company Information

1. Please provide full information of whether the works will be undertaken in house or if any sub-contractors will be used on any elements of the projects if sub-contractors are to be used please provide relevant information for the sub-contractors as section 5 above.
2. Please provide details of your company's environmental approach to waste and recycling.
3. Outline Method statement for the project to detail your approach to Health and Safety when working in a residential area should also be submitted with the tender.

G. Additional Information

Please submit any additional information that would be beneficial to the assessment of the tender.

4. Assessment of Written Design Submission

4.1. Outline

The specification issued to the contractors gave a detailed list of requirements both as a design brief and also with regard to the information requested to be provided with the tender submission.

A review of the designs and technical information included within the tender has been undertaken by the Community Wellbeing Development Officer to ensure the information provided meets the Councils requirements. No scores have been provided against this, however it was deemed to be compliant with Council requirements, and enough information has been provided to establish confidence in the organisation. They are a reputable organisation and are well known within the Play industry, and have provided designs for the Town Council on several occasions, and they have provided play equipment for the Town Council previously.

4.2. Technical assessment

Whilst not scored, the technical assessment has been reviewed against the following criteria: -

- Details of the designer's team, including qualifications and experience of key members.
- Service provision detail. Will the manufacturing and installation be one company or partnership between two?
- Outline programme of work with key dates to achieve completion within timescale outlined.
- Details of Experience with local Councils and Consultation groups.

- Environmental Consideration
- Health and Safety Management
- Project Finalisation
- Design and Innovation: Assessment of technical design and delivery of community desires which were outlined through consultation.

Had the submission have been scored, based on the level of information provided, it would have been a high scoring tender.

5. Interview

There was no need for interviews as we only had one organisation submit a tender return.

6. Summary

Generally, it is felt that the tender received is suitable for assessment, and would be a suitable installation at Castle Batch Park.

7. Recommendation

Wicksteed provided a proposal that suits the needs for the community. They have planned to have gym equipment that is inclusive to all and provides an all-around fitness station for people to access. It is recommended that the Town Council, on behalf of Big Worle, enter into a contract with Wicksteed for the design and construction of the works.

Weston-super-mare Town Council

Castle Batch Park
Adult Gym



Key:

- A. FLZ Chest Press/Pull-Down Exerciser Combination
- B. FLZ Inclusive Hand Bike
- C. FLZ Cycle Bike
- D. FLZ Skier
- E. 400mm x 300mm Post Mounted Instruction Sign

NOTES:

Blue Line represents 17m of feathered edge to safety surfacing.

Red Line represents 11.5m of NEW PCC edge to safety surfacing.



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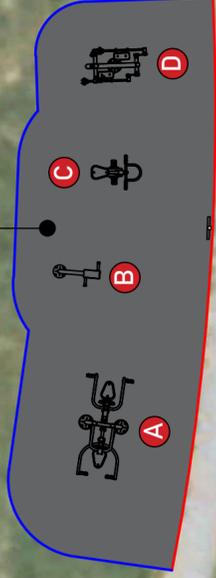
DRAWN BY: Designer 2

NOTE: Artists Illustration Only
General Reinstatement is Soil & Seed Unless Stated Otherwise

EXISTING
MUGA

Black Eco-Fleck
Wet Pour Safety
Surfacing
(40.5m² @1.700mm FFH)

EXISTING
Path



EXISTING
Play Area