

MINUTES OF LOOE TOWN TOURISM SUB-COMMITTEE MEETING

held in the Tourist Information Centre, The Guildhall, East Looe
on Monday 8th March 2010 at 7.00 pm

REPORT TO COUNCIL

PRESENT

Chairman – Cllr J R B Dingle
Cllrs Mrs E Hannaford, M Joy, C Rose and
A Toms
Tourist Information Centre Manager – Mark Camp
SECTA – Jan Sroczynski

IN ATTENDANCE

Town Clerk – Mrs A Frith
Cllr E B Galipeau

17. APOLOGIES

Apologies for absence were received from Mrs J Rowell – Cornwall Council

18. TO RECEIVE DECLARATIONS OF INTEREST

Councillor Dingle declared an interest in any matter raised concerning East Looe Town Trust and West Looe Town Trust.

19. TO DISCUSS THE REMIT OF THIS COMMITTEE

This matter was discussed and it was agreed that the remit should be:

- .1 To promote tourism in Looe and South East Cornwall
- .2 To advise the Council on all matters relating to tourism.

20. TO DISCUSS FURTHER THE DEVELOPMENT OF IMPLEMENTATION PLANS FOR MARKETING AND PROMOTION OF TOURISM

Councillor Mrs Hannaford explained that she has looked at the previous “Postcard from Looe” and the MCTi plan and considers that these are still relevant but require updating. In these plans four different sectors identified: Youth, double income- no children, families and retired people.

The target marketing sector for Looe Town Council was discussed at length and it was agreed that the day visitor should be the area to target. The area for promotion of Looe was discussed at length and it was eventually decided that Plymouth was the best area to target for day visitors.

It was agreed that the “Postcard from Looe” should be updated and also the MCTi plan through consultation particularly with the tourism industry.

The “mystery shopper” survey had highlighted various shortcomings in the town such as public conveniences, signage, open spaces, walkaways etc, the average rating given for Looe was 69% (May 2009). These are areas that require attention.

It was agreed that the Chamber of Trade should become involved in the promotion of Looe and that an action plan should be formulated.

The Tourist Information Manager was asked to contact Plymouth City Council for permission to have marketing stands in places such as Royal Parade, bus station, Drake’s Circus etc and to enquire whether a similar thing could be done at the railway station and the hospital.

Mr Sroczynski stated that SECTA would probably not assist as their target area is not the day visitor.

It was also suggested that the Caradon caravan could be used, the Tourist Information Centre Manager will contact Mrs Rowell.

The Chairman requested that all this information be available for the next meeting on 20th April.

21. MATTERS FOR FURTHER DISCUSSION

.1 Public Conveniences and Street Cleaning

Councillor Joy reported that Looe Town Council have taken over the management of this as from today.

Councillor Galipeau suggested that a sub-committee be set up to oversee this. This suggestion was referred to the Environment and Public Protection Committee.

.2 SECTA Report

See attached Appendix ‘A’.

The Meeting closed at 8.25pm