

MINUTES OF LOOE TOWN TOURISM COMMITTEE MEETING

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

REPORT TO COUNCIL

PRESENT

Chairman – Cllr E B Galipeau
Cllr Mrs E Hannaford
Tourist Information Centre Manager – Mr M Camp
Chamber of Trade – Mr A Vaughan

IN ATTENDANCE

Town Clerk – Mrs A Frith
Cllr Mrs M Powell

26. APOLOGIES

Apologies for absence were received from Councillor W Martin.

ABSENT

Councillor C Lambert and Mr JScroczyński – SECTA.

27. TO RECEIVE DECLARATIONS OF INTEREST

Councillor Galipeau declared an interest in any matter raised concerning East Looe Town Trust.

Councillor Mrs Hannaford declared an interest in any matter raised concerning SECTA and Cornwall Council.

Councillor Mrs Powell declared an interest in any matter raised concerning Chamber of Trade.

28. TO RECEIVE QUESTIONS OR STATEMENTS FROM THE PUBLIC

There were no members of the public present.

29. MATTERS ARISING FROM THE MINUTES OF THE LAST MEETING

.1 Ref Minute No: 20.1 – ITV Filming

Councillor Mrs Hannaford reported that an ITV documentary filmed in and around Looe called the “Ten mile menu” will be on TV in March 2011.

Councillor Galipeau asked if the exact date could be ascertained and it could then be promoted through the press, radio and on Facebook/Twitter through the Tourist Information Centre. Councillor Mrs Hannaford stated that she should know the date after the “Taste” meeting next week.

Councillor Mrs Hannaford asked if there had been any progress with a restaurant guide, Mr Camp informed her that Councillor Dingle had provided a flyer which needs to be distributed, Councillor Mrs Hannaford agreed to take this on.

The Chairman reported that the first meeting of the Events and Festivals Working Group had been held, the Terms of Reference agreed and the next meeting arranged for 8th February 2011.

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At this point the Chairman requested permission to alter the order of the Agenda to accommodate Mr Vaughan who needed to leave early, this was unanimously given.

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30. TO RECEIVE A REPORT FROM THE CHAMBER OF TRADE

.1 Christmas Markets

Mr Vaughan reported that the proposed Christmas markets in December have been cancelled due mainly to lack of interest, initially 30 businesses agreed to take part but only 5 of them paid.

Mr Vaughan stated that a lot more investigation and discussion is needed if it is to take place next year.

One option is to bring in professional markets as other towns do which would not necessarily be of financial benefit in the first year but should break even in year three, the general idea is to bring people into Looe and boost trade.

Councillor Mrs Hannaford stated that, although she has tried very hard, she has never been successful at getting this sort of event off the ground and she suggested that Mr Vaughan contacts Liskeard Traders Association who have been running markets for some years.

.2 The Longest Buffet

See attached Appendix 'A'.

Mr Vaughan reported that last week's had been very successful with all three restaurants providing food on the train. Three magazines are doing a special feature (titles to be informed) and TV and radio have been contacted. There had been approximately 50 people on the train instead of the average 16 and the restaurants had received excellent feedback. Three further events are to be held.

Councillor Galipeau stated that congratulations should be sent to the restaurants (Barclay House, Trawlers and Squid Ink), and asked whether press cutting could be made available.

.3 Coast Membership

Councillor Mrs Hannaford asked if the Chamber of Trade have joined this organisation yet, Mr Vaughan informed that it is in hand.

In response to Councillor Galipeau's question Mr Vaughan stated that the Chamber of Trade has lots of ideas for next year but nothing concrete as yet.

Mr Vaughan informed the Committee that two representatives of the Chamber of Trade will be attending the scheduled meeting on 25th November with Mr Burningham of Devon and Cornwall Rail Partnership.

The Chairman thanked Mr Vaughan for his report.

31. **TO DISCUSS IMPLEMENTATION PLANS FOR DEVELOPMENT OF MARKETING AND TOURISM**

.1 Drakes Circus Advertising

Mr Camp had provided draft copies of a generic advert for the Drakes Circus screens for the winter months.

The Committee discussed the drafts and agreed that the content was good but needed to be “warmer” Councillor Mrs Hannaford has various photo’s that she will forward to Mr Camp and it was agreed that a photo of a pie and a pint in front of the fire in the Salutation Public House would be ideal. Councillor Mrs Powell will speak to the landlord to arrange this.

.2 Plymouth Promotion Days

It was suggested that a joint promotion with the Devon and Cornwall Rail Partnership in Drakes Circus could be a good way of promoting Looe, targeting the local market, and then further afield.

It was agreed that this be discussed with Richard Burningham on 25th November.

Targeting various organisations, such as “Gingerbread” for families with younger children to promote Looe was also suggested.

.3 Looe Guide

Mr Camp had produced a draft front cover for 2011 guide which was discussed at length and agreed subject to minor amendment.

Mr Camp reported that 50% of this year’s advertisers have already taken up adverts for next year and paid. Mr Camp informed the Committee that a quote for printing had been received from Deltor and suggested that 12,500 should be printed this time as the 10,000 printed for this year had run out before the close of the Tourist Information Centre.

Councillor Galipeau suggested that a quotation for extra pages be obtained and proposed that, when the quotation is received, the matter be referred to the Finance and Works Committee for approval, seconded by Councillor Mrs Hannaford it was unanimously agreed. Councillor Galipeau also asked Mr Camp to provide advertising rates to all Councillors to enable them to help the advertising and he will put together a press release.

32. **TO RECEIVE A REPORT FROM CORNWALL COUNCIL MEMBERS TOURISM PANEL**

Councillor Mrs Hannaford reported that the last meeting had been held on 11th November and a visit from John Penrose, Tourism Minister, is still awaited.

Discussions at that meeting included:

.1 British Tourism Week – Malcolm Bell has suggested that Looe be highlighted.

Mr Camp informed that, with Visit Cornwall, a “banjo on Banjo Pier” event will take place on 12th March 2011, the idea being to get as many banjos on the pier as possible. Visit Cornwall are organising all the promotion and there may be a photo exhibition and a school “create a postcard” competition.

.2 Visit England/Britain is under review, South West Tourism is closing in March and there may be a need to work with Devon and Cornwall Overseas Market (DACOM) to promote abroad.

.3 Quality in Tourism assessments – this is being challenged and tourism organisations will receive a discussion paper based on safe/legal/clean and green assessment.

.4 Tourism tax – there is to be a discussion paper issued shortly.

.5 Arkenford – this is a data collection company being used for tourism. Cornwall and St Ives are considered to be the best destination in the Country with an average stay of 7.5 nights per person.

.6 Wi-Fi-Porthleven have organised a wi-fi system called “Mesh”, with high speed broadband coming to South East Cornwall in April, this could be a good idea. The Clerk was asked to contact Porthleven Town Council to enquire how this system was set up. The Chairman asked for this matter to be put on the Agenda for the next meeting, and Councillor Mrs Powell agreed to work with the Clerk and report back.

.7 Services Strategic Plan – this is being discussed by Cornwall Council and there will be a £150,000 reduction for Visit Cornwall.

.8 2012 Celebrations – projects are under way for the promotion of the Olympics and a yachting theme for Falmouth is being worked on.

33. TO RECEIVE A REPORT FROM THE TOURIST INFORMATION CENTRE MANAGER

See attached Appendix ‘B’.

Mr Camp stated that the “Distinctly Cornish” map needs to be reprinted after some amendments as it is a very useful and popular map, The question of whether it should be paid for by advertising was concluded in general agreement with Councillor Mrs Hannaford that it would be unfair to feature a small number of businesses in this general promotion for Looe. It was agreed that a reprint should be commissioned once the amendments had been done, and Councillor Mrs Hannaford offered to quote to do the work as she had produced the original for the MCTi. Mr Camp was asked to obtain a quote for the reprint which would need to be referred to the Finance and Works Committee.

It was agreed that staff training is needed to “go the extra mile” for the Mystery Shopper Survey, Mr Camp was asked to find out what training is available, where and what the syllabus will be.

34. TO RECEIVE A REPORT FROM SECTA

There was no report given.

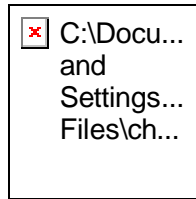
35. MATTERS FOR FURTHER OR URGENT DISCUSSION

.1 Looe Festivals (Making Waves)

Councillor Mrs Hannaford reported that there are problems around calling it a music festival with Reforming Rights Society implications. There will be three locations: Rose Garden, Seafront and West Looe Quay with something for everyone. Councillor Martin has so far secured £7,000 of sponsorship and a bank account has been set up.

The Meeting closed at 9.05 pm

Signed Date
Chairman of Town Tourism Committee



THE UK'S LONGEST BUFFET

Looe is to host the UK's Longest Buffet this November which will run for almost 9 miles! Here you'll be able to enjoy some of the best Cornish food served by Looe's award winning restaurants, Squid Ink, Barclay House and Trawlers on the Quay.

We're combining the 150th anniversary celebrations of the Looe Valley Line which runs along one of the most picturesque valleys in the UK, with the fantastic food and drink that Looe has to offer; the UK's Longest Buffet will take place on the Looe to Liskeard lunchtime railway service on four consecutive Tuesdays during November.

Squid Ink, Barclay House and Trawlers on the Quay have all bagged awards as part of Taste of the West, previously beating such entrants as Jamie Oliver's Fifteen and many outstanding establishments throughout the county over the past two years, and this is our way of putting the fabulous coastal town of Looe on the culinary map!

The UK's Longest Buffet is available to the public on four consecutive Tuesday lunchtimes during November, although the first of which, the 2nd, is mainly aimed at the media, the 9th sees Squid Ink take charge, the 16th will be served by Trawlers on the Quay and the 23rd has Barclay House topping the menu. The train times are; departs Looe Station, Looe, Cornwall at 12.46 arrives Liskeard at 13.16, departs Liskeard 13.19 and arrives back in Looe at 13.50. There is parking available at the station and the nearby public car park. This is a normal service and so anyone wanting to enjoy this fantastic event just needs to turn up on the day. The train fare will be the standard price of £3.50 Off Peak Day Return or four people can travel for the price of two, ie. £7.00, however the wonderful buffet is completely free.

Over the month of November, passengers will be enjoying such wonderful tasty treats as locally caught scallops and king prawns set in squid ink jelly with black sesame crackers, lemon crème fraiche and caviar, the delicious seafood dish, Cataplana, Cornish Orchard apple & Calvados jelly with ginger cream and ginger and dark chocolate hazelnut biscotti and Vanilla Panacotta with spiced blackberries and honeycomb. What a way to travel!

The UK's longest buffet is being run in partnership with First Great Western and the Devon & Cornwall Rail Partnership.

Julian Crow, First Great Western's General Manager for the West of England, said *"We think that this is an ideal combination - what could be better than the best of Cornish local food being served as you run through the best of Cornish local scenery - something that the original promoters of the Looe Valley could not have dreamed of 150 years ago!"*

TIC Managers Report 8th November 2010

Trade: September was once again a good month, to the point where we had a record trading week for the week ending 19th Sept with over £1000 taken. We have taken more than this in a week before but only in the glory days of Eden. In the week in question we sold over £800 of books, maps etc, and as I reported at the last meeting this is now our main source of income.

Accommodation bookings were also good in September but dropped off once the month ended. Overall October was quieter but as we were only open 10 till 2 for the last three weeks we did not do too bad with sales still above the £300 mark most weeks.

The TIC is still getting customers even though we are closed. Anne, Annette and myself are doing our best to satisfy their demands but some can take up considerable time for little reward.

Accommodation bookings for the year, done through the TIC, are very similar to last year with 221 bookings (228 in 2009) amounting to £25,000 of business to providers.

Looe Guide: Still getting requests! but ran out by the end of September. Now putting names down for 2011 Guide.

The 2011 Guide is in the process of being put together with many of last years advertisers on board and some new faces. I am hoping to have it finished by the end of November, if other jobs allow.

We have found some more Looe *Distinctly Cornish* Maps but still need to look at producing some new ones for 2011. I have gone over the present one and made a few amendments.

Visit Cornwall Awards: Once again we took the Bronze award for TIC of the year. A little disappointing considering what we do with limited resources but there you go...Bodmin took Gold again. I do have the scores for the Mystery Shopper reports...some of which leave me a little confused.

Apart from the Kitchen Restaurant in Polperro, nobody else from the area featured.

Visit Cornwall TIC Meeting: A meeting with Malcolm Bell and Visit Cornwall staff finally took place last week at Wheal Martyn. I won't bore you with details (handout to see if needed) but important points were.

88% visitors to Cornwall have been before.

VC are bringing in a new strategy and marketing ideas (brand clusters)

Hoping to introduce a basic standards for accommodation by next April.

M Camp Nov 2010