

MINUTES OF LOOE TOWN TOURISM COMMITTEE MEETING

held in the Tourist Information Centre, The Guildhall, East Looe
on Wednesday 9th March 2011 at 7.00 pm

REPORT TO COUNCIL

PRESENT

Chairman – Cllr E B Galipeau
Cllrs Mrs E Hannaford (until 7.40pm)
Mr M Camp – Tourist Information Centre Manager
Mr J Scroczyński - SECTA
Mrs E Coles – SECTA
Mr R Burningham – Devon & Cornwall Rail
Partnership

IN ATTENDANCE

Town Clerk – Mrs A Frith

46. APOLOGIES

Apologies for absence were received from Councillors J R B Dingle, Mrs M Powell and W Martin. Councillor Mrs Hannaford gave apologies for early departure.

47. 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.

48. TO RECEIVE QUESTIONS OR STATEMENTS FROM THE PUBLIC

There were no members of the public present.

49. MATTERS ARISING FROM THE MINUTES OF THE LAST MEETING

.1 Ref Minute No: 39 – Longest Buffet

This was discussed at the Looe Valley Line Rail Partnership meeting and there are hopes that it will be repeated this year.

.2 Ref Minute No: 40.5 – TV Series

Mrs Coles reported that there is no further news on this but she will contact Malcolm Bell for an update.

.3 Ref Minute No: 41 – Cornwall Council Members Report

The Chairman asked Councillor Mrs Hannaford if there is any standardised tourism data available, Councillor Mrs Hannaford responded that this panel only meets every 4/6 weeks and the data appears to be provided mainly by Arkenford. Mr Camp stated that this would probably not provide the data we need. The Chairman stated that Visit Cornwall need to identify the data needs of Tourist Information Centre's, key indicators are required to identify our needs regarding data, this needs to be worked on.

.4 Ref Minute No: 43 – SECTA Members Survey Monkey

The Chairman asked if any work by Mr Camp and Councillor Mrs Hannaford had been done, no work has been done and Mr Camp and Councillor Mrs Hannaford will arrange to meet and discuss this matter.

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At this point the Chairman requested permission to alter the order of the Agenda to accommodate the early departure of Councillor Mrs Hannaford which was given.

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50. TO RECEIVE A REPORT FROM CORNWALL COUNCIL MEMBERS TOURISM PANEL

Councillor Mrs Hannaford reported that the panel had last met on 27th January 2011.

.1 Visit Cornwall are holding a mini conference at 2.00pm on 30th March in St Austell Brewery Conference room and she will be attending.

.2 The Visit Cornwall Panel Partnership is to be refreshed, applications for membership have been received but no selections have yet been made, the hope is for better representation especially for the East area. Councillor Mrs Hannaford will report back.

.3 The National Tourism Strategy was published on 4th March, this needs studying and Councillor Mrs Hannaford will forward the web link to the Clerk. Having briefly perused this document the emphasis appears to be on “stay-cations”. Councillor Mrs Hannaford will ask Malcolm Bell to summarise the benefits of the Olympics 2012 to Cornwall.

The Chairman expressed the opinion that there will be more visitors as people living near Olympic venues will rent out their houses.

.4 Seaside Resort Study

This document needs scrutinising.

.5 Cornwall Seaside Towns

Councillor Mrs Hannaford stated that this document relates to the £200-£400k referred to at the last meeting by Councillor Toms. Discussions took place at Cornwall Council and this document is evidence behind the choices and links to Town and Parish Plans. It has to show that it provides employment and benefits the Community, the criteria can be increased by obtaining other funding, such as from East Cornwall Local Action Group.

This Council needs to act quickly and take the lead, a work plan needs to be formulated and multiple applications can be made.

The Chairman stated that the Sheffield Hallam University Study will be very helpful. He also stated that this should be high priority for the Council and proposed that this matter be referred to the Procedures Committee to engage Council’s support.

.6 Visit Cornwall Membership

Councillor Mrs Hannaford explained that the criteria for membership is being reviewed and will be based around “safe, legal, clean and green”.

Mr Burningham stated that Devon & Cornwall Rail Partnership would be happy to help in any way it can.

51. TO DISCUSS IMPLEMENTATION FOR DEVELOPMENT OF MARKETING AND TOURISM

.1 Societies Day

This was referred to the Events and Festivals working Group.

.2 Plymouth Promotion Day

The date has been arranged for 11th June 2011 on the Place de Brest, stalls to be set up by 8.30am and removed after 6.00pm.

There was much discussion about how it should be run, who should be involved and whether to use the Caradon caravan or gazebos.

It was agreed that the Town Council lead this as their Insurance is covering the event and it was suggested that the VMCA, Looe Valley Line, Tourist Information Centre and RNLI all be involved to promote Looe as a day trip destination and that the use of gazebos would be better and safer than the caravan.

.1 Birmingham New Street Station

Mr Burningham reported that he has managed to obtain space on the main concourse for a promotion at no cost and similarly on:

.2 Bristol Temple Meads Station

A very small space can be allocated and the dates are flexible.

Both these venues would be given free rail travel for those involved and, if Looe Town Council pay for the gazebos for Plymouth (approximately £400), Devon and Cornwall Rail Partnership will pay for the overnight accommodation required for the Birmingham promotion . Two dates are so far available for the Birmingham promotion – 29th March of 5th April.

Mr Camp and Mrs Coles were asked to set up an informal meeting with Sarah Lee and Jocelyn Braithwaite to discuss dates, arrangements and what is to be done.

The Chairman thanked Mr Burningham for all his help.

.3 Royal Wedding

There is to be an event on the seafront on 30th April to celebrate this event with a Childrens bride and groom competition. "TASTE" stalls, music etc.

Cornwall Council have a website link for street closures Looe Town Council will issue a press report offering support where needed.

.4 Wi-Fi Mesh System

The Clerk has still to obtain this information.

.5 Distribution of the Events Calendar

The Chairman stated that the SECTA events page is very good and suggesting linking this and the Visit Cornwall sites together. He also suggested meeting with Western Web, who host both SECTA and Looe Town Council websites, to see what can be done.

.6 Advertising Posters and Flyers

The Chairman explained that Looe Lions had offered to display posters and flyers at their very popular car boot sales. They attract many visitors and this is a good opportunity for promotions.

He stated that SECTA, Tourist Information Centre and Looe Valley Line should all be involved and work is needed.

This matter will be put on the Agenda for the next meeting.

52. TO RECEIVE A REPORT FROM THE TOURIST INFORMATION MANAGER

Mr Camp gave his report as per attached Appendix 'A'. The Chairman requested distribution figures for the Looe Guide for 2010 and 2011 for comparison.

53. TO RECEIVE A REPORT FROM SECTA

Mr Scroczyński gave his report as per attached Appendix 'B'. The Chairman congratulated SECTA on their hard work.

54. MATTERS FOR FURTHER DISCUSSION

.1 Looe Medieval Pageant 2010

Councillor Martin had requested permission for the organisers of this proposed event to attend the next meeting of this Committee, the Chairman stated that he was happy to invite this gentleman to outline his proposals.

.2 Merchandise Display area – Tourist Information Centre

This was referred to the Procedures Committee along with:

.3 Purchasing Policy – Tourist Information Centre Stock

.4 HMS Looe

The Chairman informed the Committee that Mr John Eckersall is to visit Marathon in Florida where the anchor of the HMS Looe is sited.

On Friday 18th March at noon there is to be presentations of the HMS Looe plaque and a letter from the Mayor to Mr Eckersall for him to take to Marathon along with some promotional material being supplied by the Tourist Information Centre. The press will be present.

.5 Royal Wedding

Councillor Martin had suggested that letters be sent to all the businesses in Looe inviting them to decorate their buildings for the wedding day. This was considered to be a good idea, it will be included in a press release and a letter from the Town Clerk will be distributed around the town.

.6 Looe Valley Line

Mr Burningham was very pleased to inform the Committee that Sunday services on the Looe Valley Line will continue an extra five weeks at the end of the season, until 16th October. A press release will be done and it was agreed that Councillor Galipeau and Mr Scroczyński prepare a press quote to be included.

The Chairman thanked Mr Burningham for all his input, efforts and attendance.

The Meeting closed at 9.05pm.

Signed Date
Chairman of Town Tourism Committee

Appendix 'A'

Looe TIC Managers Report: 9th March 2011

Early season opening: We have had around 900 visits during January and February and taken around £280, mostly in map and book sales. These figures are similar to last years when we took around £330 over the same period, even though we were open longer hours due to the West Looe water works.

Membership 2011: We are still waiting on around 8 businesses to re-register having had a few drop out this year for different reasons. Some have ceased trading; one is in the process of redeveloping their business whilst a couple have found that joint membership does not work for them. At the same time we have gained a few new businesses this year, including one who has decided to advertise with us again having dropped out a couple of years ago.

Looe Guide: Now out and about around the county thanks to our distribution agreement with ARC. We have also sent out nearly 250 copies. Looking at the data I have, we saw a large percentage of these going to the West Midlands in January whilst February's figures have shown the wider South West region to be the main market.

Training: Visit Cornwall have offered us four places on a Welcome to Cornwall course for all TIC staff. The cost will be £21 per person if all four of us go. There is also to be a refreshment training day on the DMS system. Visit Cornwall have been very good over the last couple of months keeping us up to date with what is going on in the tourism world, and we in turn have been feeding this out to our members as and when we can.

Banjos on the Banjo: Please try and support this event on Saturday. I won't know until the day how many banjo players are turning up but I have had a good response and everyone tells me they are looking forward to it. Hopefully after the initial gathering on the Pier at midday the performers will stay around and play in various venues. The Pier Café, Lifeboat Station, Fisherman's Arms and the creperie have all agreed to host if needed.

At the same time there will be an exhibition of photos in the Pier Café, Sara Harvey has kindly allowed me to take over part of the building for the day. We will also be kicking off the postcard competition that will run throughout the season.

Events in Looe: I now have a list of well over 300 events going on in and around Looe this year and I am slowly adding them to our website. Everything up and to the end of April is now on-line with May and June in preparation. My piece for the next Community News is focused on supporting events and getting organisers to inform us about them.

Daphne DuMaurier: We will this year be able to sell tickets for the DuMaurier Festival, through the same system we used for Dehwelans. I am not sure how much call there will be for this but it's worth a try.

The 'Matthew': I am hoping that the Matthew, a replica of the ship John Cabot sailed from Bristol to Newfoundland in 500 years ago will be able to visit Looe at the end of this month. I have been in contact with the skipper and he is keen to come to Looe but needs to go to Kent first. The visit will not only provide Looe with a crowd puller but hopefully the local schools will be able to go onboard for educational visits. I have already had interest from Looe and Polperro primary Schools.

M Camp 8th March 2011

SECTA REPORT TO LOOE COUNCIL 9 MARCH 2011

1. Secta had a stand at Expowest to fly the flag for S E Cornwall. As well as recruiting new members there was a tremendous interest in Green Acorn & we will follow up prospective new members.
2. Secta will enter negotiations in April to stage a major new SECTA show on June 2012 – which will be called the South East Cornwall show. It will be a combination of trade stands & local community interests and will hopefully attract both trade & local residents and visitors. Local food will be a major component of this show.
3. SECTA's inspection scheme has been rebranded as Quality in Cornwall and we are awaiting the go ahead from Visit Cornwall to launch it as an approved scheme. All elements of the scheme have been submitted in a formal proposal and there will be a web site to back up the scheme and advertise the registered properties.
4. The Green Acorn web site is undergoing more development and will soon have searchable elements by property capacity as well as location and facilities.
5. SECTA is promoting 2 business events on 31st March. 1 at Hannafore Hotel from 12 -2 pm and the other at the newly opened Elliot Hotel in Liskeard from 6 -8 pm. Secta supplier members will be on hand to advertise their services and there will be a free introductory training session on Social Marketing – given by Niddocks Training – with whom we have previously worked. All local businesses connected with Tourism are invited and there will be refreshments at both events.
6. The Secta Web site has again developed with the Home page showing daily featured Restaurants, Activities & Attractions- which will boost their exposure. The very successful restaurant & attractions leaflet will be reprinted again with a minimum 10000 copies. A new accommodation guide will be printed with a run of 20000 copies.
7. Later in the year as we near the end of the current copy of the map guide we will look to reprint this very useful tool. The last print run was 45000 copies.
8. Our Free holiday in Cornwall web site has now attracted over 56000 entries and 2 sets of 3 prizes have been awarded. 26000 entrants have agreed to us sending them more info. & work is progressing on setting up a method for regular email mktg.
9. We are still advertising S E Cornwall in the new First Great Western Travel mag – which has 450000 readers . It is now called Escape. Recent reports have shown that Looe is now the 2nd most popular destination in Cornwall as a holiday base – after Newquay – which means that we have now edged out St Ives. Perhaps this will continue ??