

**MINUTES OF LOOE TOWN COUNCIL TOWN TOURISM COMMITTEE
MEETING**

held in the Tourist Information Centre , The Guildhall, Fore Street, East Looe
on Tuesday 6th September 2011 at 7.00pm

REPORT TO COUNCIL

PRESENT

Chairman – Cllr Mrs E Hannaford
Cllrs E B Galipeau and W Martin
D J Bryan – Ex Officio
Mr M Camp – Tourist Information Centre Manager
Mrs E Coles – SECTA Acting Chairman

IN ATTENDANCE

Deputy Town Clerk – Mrs Annette Keen
Mr Neil Hipkiss – Making Waves Committee

25. APOLOGIES

Cllr P Crossley.

ABSENT

Cllr J Dingle.

26. TO RECEIVE DECLARATIONS OF INTEREST

Councillor Mrs Hannaford declared an interest in any matter raised concerning Cornwall Council, SECTA and the Making Waves Music Festival.

Councillors Bryan and Galipeau declared an interest in any matter raised concerning East Looe Town Trust.

Councillor Martin declared an interest in any matter raised concerning the Making Waves Music Festival.

Councillor Galipeau declared an interest in any matter raised concerning RNLI.

27. TO RECEIVE QUESTIONS OR STATEMENTS FROM MEMBERS OF THE PUBLIC

There were no members of the public present.

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The Chairman requested permission to alter the order of the Agenda to accommodate the Making Waves Committee presentation, this was unanimously agreed.

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28. TO RECEIVE AN UPDATE FROM THE MAKING WAVES MUSICAL FESTIVAL COMMITTEE

Councillor Mrs Hannaford, Cllr Martin and Neil Hipkiss clarified issues raised at the last Full Council meeting regarding the noise affecting the Tourist Information Centre and also issues raised by the Tourist Information Centre manager regarding information on their website.

Neil Hipkiss agreed to tighten up the information on the website to avoid unnecessary telephone calls to the Tourist Information Centre. Councillor Martin expressed the opinion that he is fulfilling his role as a Councillor by promoting tourism and will monitor closely the effects of the festival on the town and he wishes to work alongside the Tourist Information Centre. Cllr Martin also acknowledged the amount of work carried out by Mr Hipkiss.

The Making Waves committee have gone to great lengths to involve all the businesses and address Health and Safety issues. As this is the first festival it is a learning curve and any issues arising from it will be addressed in the wash up meeting.

In reference to access through the Rose Garden, Councillor Galipeau stated that Health and Safety issues must take precedent.

The final layout plans will be submitted to the Clerk and distributed to all concerned.

Mr Neil Hipkiss then left the meeting at 7.45pm

29. MATTERS ARISING FROM THE MINUTES OF THE MEETING OF 5th JULY 2011

.1 Reference Minute No: 5.2 – Medieval Pageant

The Chairman asked for it to be established whether Councillor Mrs Powell is willing to continue with the organisation of the Medieval Pageant which she had agreed to do at a previous meeting.

.2 Reference Minute No: 62(a) – Plymouth Promotion Day

Tourist Information Centre Manager asked if all winners of the Promotion Days had been notified. The Deputy Clerk was to investigate.

.3 Reference Minute No: 18.3 – Triumphal Arch, Diamond Jubilee

Councillor Bryan stated that Barclays Bank is willing to provide some sponsorship for the Triumphal Arch.

.4 Reference Minute No: 6.3 – Commemorative Coin

Cllr Bryan informed the committee that a medallion will now be issued to all the children instead of a coin. Registration has been slow. The Chairman requested that efforts for promotion be increased. It will be advertised again in the next community news. The Deputy Clerk agreed to discuss with the Clerk to further promote registration.

The cost of the medallion was queried and as yet this is unknown. When we reach the closing date we will have a better idea of numbers, therefore costs. It will then be referred to the Finance and Works Committee for approval.

.5 Reference Minute No: 19 – Panel Remit and Future Work Plan

The request for a tourism budget of £20,000 has now been referred to the Procedures Committee for discussion when updating the Council's Standing Orders.

.6 Reference Minute No: 20 – T I C Manager's Report

With reference to the maps this matter is still ongoing.

30. TO DISCUSS THE PANEL REMIT AND FUTURE WORK PLAN

This matter has been referred to the Procedures Committee on receipt of member views and ideas for the panel remit and future work plan.

Discussions followed regarding a general financial package to enable information to be extracted for tourism/Tourist Information Centre expenditure. This matter to be referred to the Finance and Works Committee.

The Chairman requested that members come back to the next tourism meeting with a list of what they think this panel remit should be and priority expenditure areas.

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

Mr Camp gave his report as per attached Appendix 'A'.

The Chairman expressed the view that comparisons from last year to this year should be made together with a monthly financial report. Councillor Mrs Hannaford stated that the weekly parking permit tickets are being discussed by Cornwall Council. The Chairman of Parking Policy has visited Looe and identified the problems relating to the ticketing machines.

The Chairman requested that the Tourist Information Centre Manager advertise the Accessibility Guide in the Community News and do a press release.

Councillor Galipeau asked Mr Camp if data is available from Visit Cornwall giving us information regarding other Tourist Information Centre's ie numbers of visitors, telephone calls, post, sales figures, e-mails received, desk enquiries etc. Mr Camp stated that it is difficult to compare us to other Tourist Information Centre's in Cornwall.

32. TO RECEIVE A REPORT FROM SECTA

Mrs Coles gave her report as per attached Appendix 'B'.

Mrs Coles reported that the support for Looe In Bloom had not yet been discussed by SECTA due to changes on the SECTA Committee and the resignation of the previous Chairman.

The Committee discussed support for Looe In Bloom and it was agreed that a collection box for Looe In Bloom be placed on the Tourist Information Centre counter.

Councillor Hannaford will organise a secure suitable collection box.

33. TO RECEIVE A REPORT FROM CORNWALL TOURISM PANEL

The Chairman reported that the Tourism Panel meeting had been cancelled, therefore no report was given.

The next meeting is scheduled for 10th November.

34. COASTAL TOWNS FUNDING UPDATE

The Chairman reported that a meeting had been held last week to discuss and prepare all applications for submission on 23rd September:

- Feasibility Study
- Events and Festivals Kit
- Looe Walking Route
- Seafront Enhancement

35. FESTIVALS, PROMOTIONAL DAYS AND 2012 CELEBRATIONS

Councillor Galipeau reported that there had been a meeting on 3rd August involving the town to discuss the possible events to celebrate the 2012 Diamond Jubilee and hopes to get the schools involved. This will be discussed further at the next Events and Festivals meeting scheduled for 4th October.

Tourist Information Centre Manager asked whether the events will be organised for publication in time for the production of the

Looe Guide. Councillor Galipeau replied the lighting of the beacon has been registered.

Mr Camp also requested that the undergrowth be cut back on the Wooldown so that the beacon can be seen. Cllr Bryan suggested that the Clerk write to East Looe Town Trust and ask if the area could be tidied in time for the lighting of the beacon.

Councillor Mrs Hannaford proposed that her father Mr Colin Shore be nominated to light the beacon as he is the same age as the Queen. He was involved in the fundraising of the Millennium fund and was the Deputy Mayor of Looe when the beacon was erected.

The proposal was seconded by Councillor Galipeau and it was unanimously agreed that Mr Shore be put forward for nomination.

36. TOURIST INFORMATION CENTRE POSTER CHARGING POLICY

Mr Camp gave a report of the current advertising charges as attached Appendix 'C'.

The current charges for advertising posters and adverts were discussed at length and it was agreed that this matter be deferred to the end of the season and that a brainstorming session be held with the Tourist Information Centre staff and Tourism Panel. The Chairman requested that this item be put on the Agenda for the next tourism meeting scheduled for 9th November.

37. MATTERS FOR FUTHER DISCUSSION

.1 Advertising/display board in Drake Circus, Plymouth

Councillor Bryan asked if the advertising boards in Drake's Circus had been value for money. The Chairman stated that there had been no way of monitoring the benefit. Councillor Martin suggested advertising be done further afield.

.2 Public Conveniences

Councillor Bryan raised concerns that a potential closure of public conveniences could have an impact on tourism. The Chairman asked if this item could be put on the Agenda for the next tourism meeting scheduled for 9th November.

The Meeting closed at 9.05pm.

Appendix 'A'

Looe TIC Managers Report: 6th September 2011

Seasonal comparison: Very much swings and roundabout over the last couple of months when compared to last year. In July accommodation bookings were up but sales were down whilst in August sales were very similar but accommodation bookings were down by 50% on last August. Interest in booking was very poor over the last couple of weeks leading up to the Bank Holiday and with no family rooms available those that did want rooms were disappointed.

Since this weekend there has been a sudden increase in bookings to the point that we have been struggling to find rooms and cope with the customers who all tend to turn up during the last hour of opening.

The reintroduction of Eden tickets has, alongside Making Waves and National Express, brought in revenue of over £7000 over the last couple of months. Sadly a large percentage of this has to be paid back!

Looe Guides: Just over 200 guides sent out in July and August, very similar figure to the two previous months. Even distribution across England but have seen large number go out to Cornwall and Devon addresses during August; are these people wanting last minute breaks close to home? We have sent only one guide to Nth Wales since April.

I will start work on the 2012 Guide in October.

Visitors: About 28,000 through the door during July and August.

Millpool Parking: Cornish Guardian picked up on this. Stated in the paper that CC have had no complaints about the payment system, they might not have but we have!

Accessibility: We now have a five page Accessibility Guide downloadable from our website. This gives advice on where to stay, what to do and where to eat. It also has telephone numbers for doctors, dentist etc.

The hiring out of the Liskeard Lions Wheelchair has been a great success to the point that we now have three under our control, all out at the moment!

Donations

£70 had been raised for the Looe Lions from donations for the Carnival programmes handed out in the Tourist Information Centre.
£40 had been raised for the RNLI from the Lifeboat collection box on the Tourist Information Centre counter.

M Camp Sept 2011

CHAIRMANS REPORT

SOUTH EAST CORNWALL TOURISM ASSOCIATION SEPTEMBER 2011

Following the resignation of our chairman Jan Sroczyński and secretary Philippa Read, the remaining committee have now filled both positions. SECTA will be carrying on as normal. I have taken over as interim chair until the AGM in January. As I have not yet received any documents from the previous chairman I have no minutes or reports from earlier meetings of this committee.

Our Quality in Cornwall accommodation inspection scheme is now in operation and is one of only two organisations, as yet, accepted by Visit Cornwall. There has been a great deal of interest and applications are steadily coming in

Judging has taken place for the Caradon in Bloom competition. The awards ceremony will take place on 29th September at the Hannaford Point Hotel, 12 to 2pm. All are cordially invited. This annual event is a chance to showcase accommodation providers and businesses that go the extra mile to make our towns and villages a riot of colour during the summer months. As every year, thanks are due to the exceptional work of the Looe in Bloom team.

SECTA will be happy to organise the soup and rolls for the Lantern Procession/Carol service. We hope that the food will once again be generously donated by one or two of our local restaurants.

TIC Advertising for Attractions, Restaurants & Shops.

We currently charge £40 a year for these businesses to advertise in the TIC. For their money they get a space for an A4 poster on the wall, they can leave flyers/leaflets and, if possible, they have a presence on the website www.visit-southeastcornwall.co.uk

One off events, exhibitions etc are added either to the Events Board or the doors and frontage of the TIC cabinets. We try to keep the local, what we feel more important events, on the Events Board and the events taking place further afield on the cupboards.

If there is space we may place an advert in the window pockets but these have become used over the years for public transport timetables, weather forecasts, emergency telephone numbers, late availability and the occasional Council messages.

We have always steered away from displaying leaflets for individual accommodation providers as, A, we would not have the space if everyone on our books expected us to display their flyers, and B, we rely on the revenue generated by people booking through the TIC and by having leaflets and contact details on display we could lose bookings. (This is the same reason we do not display Tel No's on wall cards.)

Most of the leaflets on display in the TIC are supplied by distributors eg Seymac & Publicity South West. We have in the past, at County level, talked about asking these distributors for payment. At the end of the day, they are not going to pay us and if we decide that we don't want their leaflets, we don't get them. The result is we spend more time telling people about places because we do not have information to give them.