

MINUTES OF LOOE TOWN COUNCIL TOWN TOURISM COMMITTEE MEETING

held in the Tourist Information Centre , The Guildhall, Fore Street, East Looe
on Wednesday 11th January 2012 at 7.00pm

REPORT TO COUNCIL

PRESENT

Chairman – Cllr Mrs E Hannaford
Cllrs P Crossley, J Dingle, E B Galipeau, W Martin
Mr M Camp – Tourist Information Centre Manager
Mrs E Coles - SECTA

IN ATTENDANCE

Cllrs Rose and Toms
Mrs M Sadler – TASTE
Town Clerk – Mrs Anne Frith

51. APOLOGIES

There were none given.

52. TO RECEIVE DECLARATIONS OF INTEREST

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

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

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

Councillor Toms declared an interest in any matter raised concerning Cornwall Council, Looe Harbour Commission and Looe Development Trust.

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

There were no members of the public present.

54. MATTERS ARISING FROM THE MINUTES OF THE MEETING OF 15th NOVEMBER 2011

.1 Reference Minute No:44 – SECTA REPORT – Ref Complaints

Councillor Galipeau expressed the opinion that the protocol for complaints requires reviewing, Mr Camp stated that the Tourist Information Centre do have a complaints procedure in place and Mrs Coles stated that the way in which complaints are dealt with depends on whether the accommodation provider is registered with the Tourist Information Centre or not.

It was agreed that the current complaints procedure is sufficient.

55. TO REVIEW AND MAKE RECOMMENDATION TO THE PROCEDURES COMMITTEE TO ADOPT THE TERMS OF REFERENCE

The Committee reviewed the Terms of Reference provided by Councillor Mrs Hannaford, it was agreed that the Retail Policy needs to be actioned. Councillor Mrs Hannaford proposed that the Terms of Reference be referred to the Procedures Committee for recommendation to Full Council and also that Mrs M Sadler be co-opted as one of the six regular members of this Committee, seconded by Councillor Crossley it was unanimously agreed.

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

Mr Camp gave his report as per attached Appendix 'A'. Discussion took place regarding the scoring for the Visit Cornwall Awards and how this Tourist Information Centre could improve their achievement from bronze to either silver or gold.

It was agreed that Mr Camp will circulate the draft application form for this year's award before sending it off. Councillor Toms will try to obtain a copy of the Bodmin application for 2011.

Councillor Mrs Hannaford informed that videos produced by Visit Cornwall did not include SE Cornwall and this needs rectifying. Good quality video footage is needed, particularly with the Olympic relay coming through Liskeard.

57. TO RECEIVE A REPORT FROM SECTA

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

She also thanked all for the fantastic effort with fundraising for New Year's Eve, particularly the Clerk and Assistant to the Clerk.

Councillor Mrs Hannaford asked if SECTA would consider running a fund-raising event for this year and thanked SECTA for their £250 donation made.

Mrs Coles asked for volunteers to help at the EXPO exhibition. Some criticism of Caroline Quentin's Cornwall programme on TV at the moment was raised but it was agreed that, before any opinion is made, the whole series should be watched.

58. TO RECEIVE A REPORT FROM CORNWALL TOURISM PANEL

Councillor Mrs Hannaford reported that the last meeting had been held on 6th December.

There is great resistance to a tourism tax, a business improvement tax is being considered which would be used for promotion of their own areas.

Work is being carried out with Visit Cornwall members to produce a Tourism White Paper to promote a Cornwall "brand" such as that advertising Yorkshire.

There is also a lot of work being done to target German speaking countries, creating new campaigns – style and dog friendly places and a new carbon footprint tool, also on public relations.

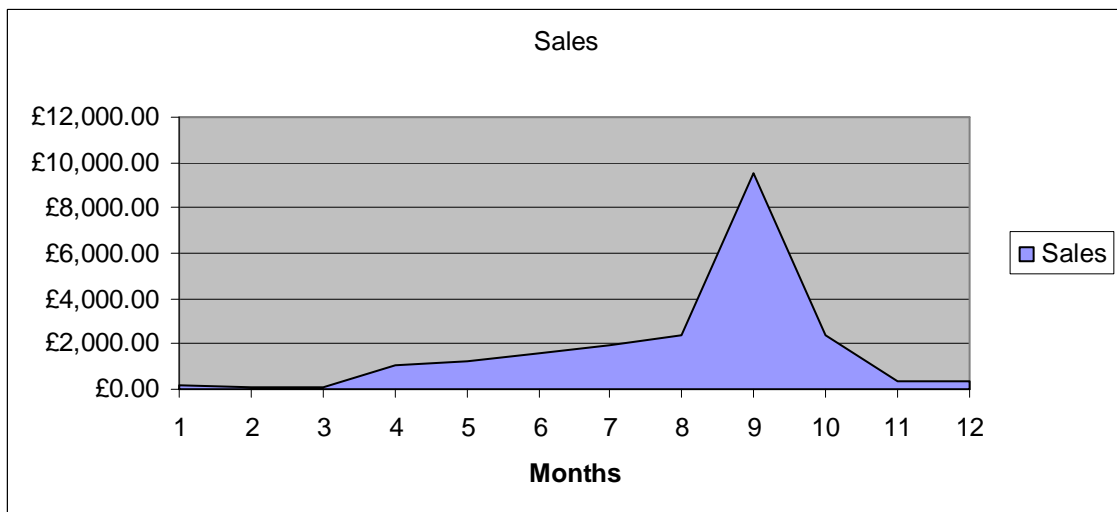
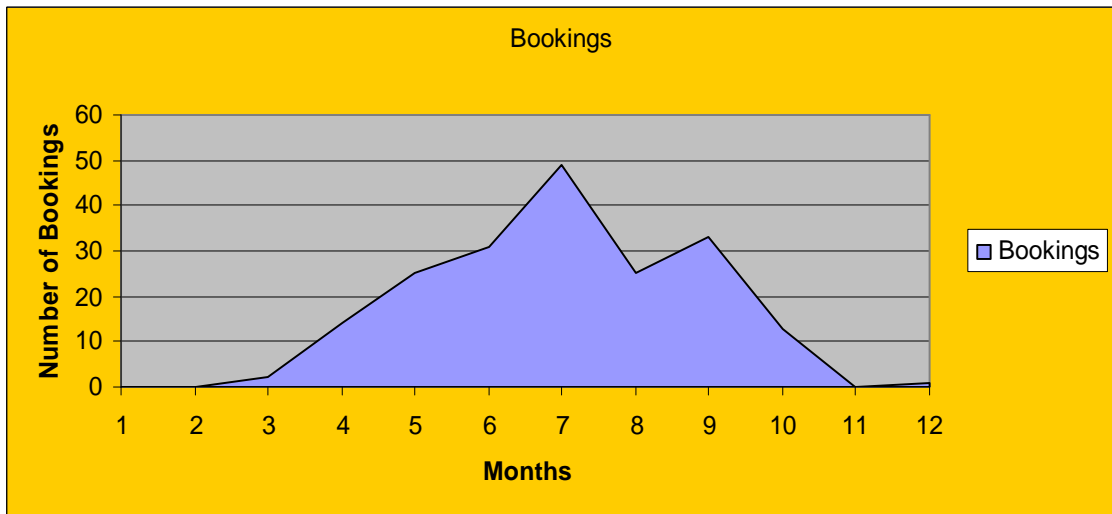
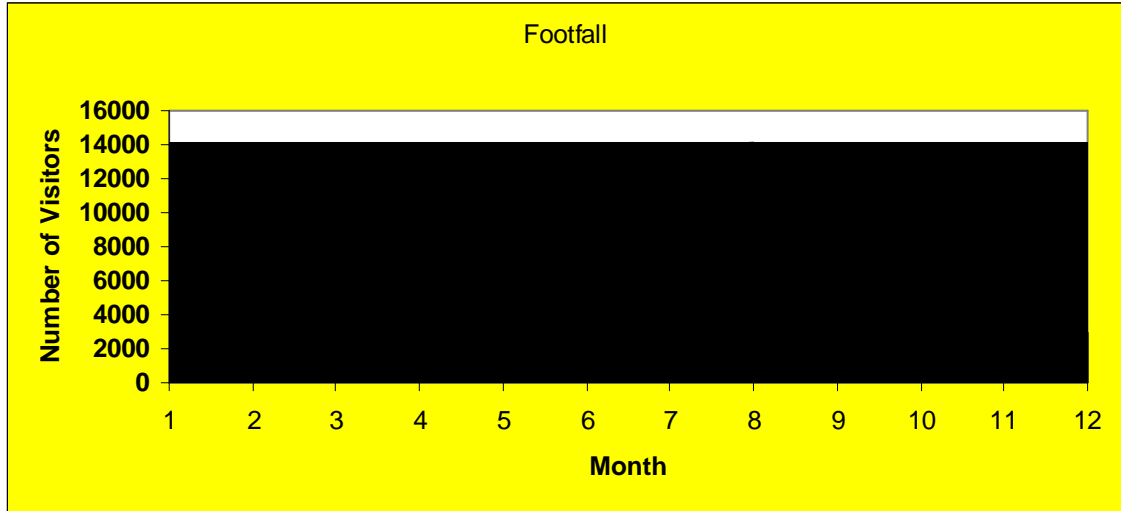
59. **TO RECEIVE AN UPDATE ON FESTIVALS, PROMOTIONS AND 2012 CELEBRATIONS**
.1 Diamond Jubilee
Mrs Sadler reported that events are being formulated and an action plan is needed to pull it all together, the tide times are causing some problems.
Mrs Sadler is producing a flyer advertising all events.
It was agreed that the Clerk, Mrs Sadler and Mr Camp meet with Councillor Mrs Hannaford to produce a draft programme for presentation at the next Events and Festivals meeting on 6th March.
60. **TO EXPLORE A JOINT INITIATIVE WITH SECTA TO INCREASE THE TOURIST INFORMATION CENTRE INCOME**
Councillor Mrs Hannaford explained that this had been suggested when working on our budget – setting proposals.
We want to utilise SECTA's Quality in Cornwall accreditations and need to look at ways of encouraging accommodation providers to be inspected.
A meeting with SECTA and Mr Camp was suggested to identify ways of working together.
Mr Camp asked all to be on the look-out for non-graded properties to maximise potential.
61. **MATTERS FOR FURTHER DISCUSSION**
.1 Best of Bodmin Moor
Mr Camp asked if the Cornwall Map Guide should be re-produced, Mrs Rowell has agreed to put it together but needs the funding. This would be done in partnership with Looe Tourist Information Centre, SECTA and Best of Bodmin Moor.
Councillor Mrs Hannaford suggested that our contribution could come from the Cornwall Council grant received in November.
Mr Camp was asked to ascertain the costs involved.
.2 TASTE
Mrs Sadler reported that the producer of the Looe and Polperro Trader is putting together a restaurant guide.
.3 Cornwall Wedding Guide
Councillor Toms suggested that a mini guide of Wedding venues in and around Looe to promote weddings is needed. Councillor Mrs Hannaford will obtain available briefing papers for us to work from.
.4 Looe & Polperro Chamber of Trade
Mrs Coles raised concerns that Councillor Dingle's proposal, made on 18th January 2011, for Looe Town Council to hold any funds remaining from the now demised Chamber of Trade had not taken place.
It was explained that a letter had been sent to Mrs Warne who had responded by refusing our request.
Councillor Dingle suggested that this matter be put on the Agenda for the next meeting.

The Meeting closed at 9.05pm.

ACTIONS TO BE TAKEN	PERSON RESPONSIBLE FOR ACTION
To Produce a Retail Policy	Councillors Mrs Hannaford and Jimmy Dingle Mr Camp The Clerk
To source good video footage of Looe	Councillor Rose – VMCA Councillor Galipeau – RNLI All members
Drake's Circus Advertising – New Advert	Mr Camp to contact
Joint Initiative Meeting	Mr Camp and SECTA to arrange
Cornwall Map Guide – Reproduction Costs	Mr Camp
Production of a Wedding Guide – Briefing Papers	Councillor Mrs Hannaford to obtain copy

Town Tourism Report Jan 2012

2011 End of Year Figures



Three graphs showing simple review of the TIC year. The footfall equates to a total for the year of 79463 and shows a shape that should be expected with July and August being the peak months. A slight rise in December is due to the TIC being used as a soup kitchen for the torchlight evening and the New Years Eve celebrations. These figures may be inaccurate in total but as the same reader was used all year, the general shape should be correct.

The number of bookings equates to 193 in total and shows a dip in August due to the demand for family rooms, which we are unable to satisfy.

Sales includes maps, books, gifts and tickets. We took over £21,000 across the year, the peak being September, mainly because of Making Waves tickets.

Websites

The improved TIC website is now live with plenty of new images and videos. There is still work to be done and I hope to do this between now and Easter. This will include more information for dog owners, walkers and additional information on the accessibility pages (as recommended by our mystery shopper) amongst other things.

I am also now making a start on adding events for the year (the main ones have been up for a while). This coincides with the taking over of the Events & Festivals website. The two should in theory work together although the E&F needs to be low maintenance with just the main events featured.

In an effort to attract more traffic to the main www.visit-southeastcornwall.co.uk site I have linked www.looeguide.co.uk to it. This makes life easier for the TIC staff when giving out web addresses over the phone and also we will be using this address on printed material.

The number of visitors to the site continues to grow, see figures below.

No of Unique Visitors in 2009: 8,353

No of Unique Visitors in 2010: 14,740: Percentage Increase, 76.46%

No of Unique Visitors in 2011: 19,843: Percentage Increase 34.62%

Looe Guide 2012

I have now finished and sent off to the printers the Looe Guide for 2012. A little late this year due to some advertisers not supplying artwork on time. We have lost three advertisers this year and gained four. I am trying to push out of season visits with a couple of pages on the delights of Cornish gardens. We are only having 10,000 printed this year as have about 1,200 left from the 12,500 printed last year.

Cornwall Awards

We have now had the reports back regarding the scoring for the VC awards. The marks gained from my initial report are as below. The Mystery Shopper report will be attached to the minutes sent out later. I also include the marks received by Bude, who also were awarded Bronze. I do not have Bodmin marks.

As you can see we lose out on opening hours, but is it worth opening all year just to win a few extra points? Bodmin are not open on Sundays, even in the summer. Customer service could be improved, but again we do what we can with minimal staff in order to keep costs down. We possibly lost marks on accessibility by not having brail and hearing loops, it can't be on the actual access to the centre.

From the Mystery Shopper report it is clear we are being marked down because of things beyond the TIC's power. Small and limited space come up several times as does signage and external appeal of building.

I could go on, please find time to read the reports and make up your own minds.

TIC Awards score cards

LOOE			CTIS01 Looe	
Q	Subject	Out of	Your Score	Max Scored
1	Opening etc	20	12	18
2	Partnership & Value	20	14	18
3	Customer Service	20	14	18
4	Staff Training and Development	20	15	18
5	Accessibility	20	12	19
6	Sustainability	20	15	18
	TOTAL	120	82	
BUDE			CTIS02 Bude	
Q	Subject	Out of	Your Score	Max Scored
1	Opening etc	20	18	18
2	Partnership & Value	20	10	18
3	Customer Service	20	18	18
4	Staff Training and Development	20	13	18
5	Accessibility	20	14	19
6	Sustainability	20	14	18
	TOTAL	120	87	

MYSTERY SHOP REPORT
South West & Cornwall Tourism Awards
Tourism Information Service Category

ESTABLISHMENT:	Looe Tourist Information Centre			
DATE & TIME OF CONTACTS/VISIT	Email: 13/09/11 am Telephone: 25/09/11 pm Visit: 27/09/11 pm			
	Mystery Visitor Comments	Scoring		
		Score ex 10	Times	Total
EMAIL HANDLING Comments – good or poor? Out-of-office? Quick/slow response? Suggestions? Overall impression	<ul style="list-style-type: none"> Personalised response from Judy received within 2 hours of sending email enquiry. Relevant information supplied and helpful suggestions offered with links to Visit Cornwall website and to individual providers. Invited to enquire further if more assistance needed. 	8	15	120
TELEPHONE Comments – good or poor? Did the call make you want to go there? Speed of answer?	<ul style="list-style-type: none"> Telephone answered promptly (2 rings), pleasant greeting from Judy. Query fully answered, with questions asked to clarify my requirements. Several suggestions made and phone numbers provided. No questioning whether there was anything else I needed help with. 	8	15	120
THE VISIT				
First Impressions & ‘Wow’ factor Signage, state of building, overall impression, does it make you want to go in? Opening times / days / seasons?	<ul style="list-style-type: none"> Good signage within the town centre for pedestrians but not signed from the large car park in West Looe. The building is fairly small being shared with Looe Town Council. Opening times, out of hours information, bus timetables and other useful information displayed. More could be done to improve the external appeal of the office to entice customers inside. 	7	4	28
Condition Cleanliness, state of repair, external signs, window displays, etc	<ul style="list-style-type: none"> Generally good clean order throughout. Window areas only used for information display. 	7	2	14
Facilities & Display Internet terminal, leaflets, interpretation, toilet, parking, etc	<ul style="list-style-type: none"> Internally the Centre is quite small with only very limited space for retail sale goods. Internet access is advertised as available. Leaflets and tourist information is well displayed but could be better themed. Local events board, local bus timetables with directions to other places of interest. 	6	2	12
Partnership Part of an integrated approach to visitor servicing? Examples of partnership?	<ul style="list-style-type: none"> Enjoy England. Tickets available for transport, some attractions and local events. Town Council notices displayed. Other formal and informal partnerships 	7	2	14

MYSTERY SHOP REPORT
South West & Cornwall Tourism Awards
Tourism Information Service Category

ESTABLISHMENT:	BUDE Tourist Information Centre			
DATE & TIME OF CONTACTS/VISIT	Email: 13/09/11 am; 15/09/11 pm; 26/09/11 pm; 28/09/11 am. Telephone: 26/09/11 pm Visit: 27/09/11 am			
	Mystery Visitor Comments	Scoring		
		Score ex 10	Times	Total
EMAIL HANDLING Comments – good or poor? Out-of-office? Quick/slow response? Suggestions? Overall impression	<ul style="list-style-type: none"> Email enquiry sent 13.09.11 via website. Automated reply received by return. No Further response received. 2nd Email sent via website. No auto response and no personal received. 3rd Email sent 26.09.11 via website. No response received. 4th Email sent 28/09/11 (not via website). Auto response received and personal response received from Mark within 2.5 hours. Enquiry not fully answered, but referred to events listing and web pages for more information. Email footer includes information on alternative formats, office opening, other links and services. 	6	15	90
TELEPHONE Comments – good or poor? Did the call make you want to go there? Speed of answer?	<ul style="list-style-type: none"> Call answered promptly (2 rings), no name given but clear and pleasant greeting. Query fully answered, (with some prompting from me to establish all details) but no questions asked to further establish my interests and no offer of further assistance on related subjects. 	6	15	90
THE VISIT				
First Impressions & ‘Wow’ factor Signage, state of building, overall impression, does it make you want to go in? Opening times / days / seasons?	<ul style="list-style-type: none"> Easy to find, well signposted, set in large car park near the centre of the town. The building is well maintained and presented. Local map, opening times and emergency numbers displayed. Extended opening hours at peak times. Visual appeal slightly lacking as there is no opportunity for an attractive window display. 	8	4	32
Condition Cleanliness, state of repair, external signs, window displays, etc	<ul style="list-style-type: none"> All areas are clean, well maintained and well presented. The window display is limited to information only. 	8	2	16
Facilities & Display Internet terminal, leaflets, interpretation, toilet, parking, etc	<ul style="list-style-type: none"> The interior is bright, modern and very well laid out. Very well designated sections for information, maps and guides, sale goods etc 	8	2	16

Appendix 'B'

**REPORT FROM SECTA
11th January 2012**

SECTA was happy to donate £250 towards the firework fund and pleased to hear that despite a shortfall at the very last minute, the display went ahead. Well done to those who managed to raise the money in a matter of weeks.

The winners of the 'guess the weight of the pasty competition' held on Birmingham station earlier in the year, have been

contacted and all data collected has now been passed to Looe Town Council.

SECTA has once again booked a stand at the Expo West exhibition at the Wadebridge showground in March. We will be promoting our Green Acorn sustainable tourism scheme along with our Quality in Cornwall accommodation inspection scheme, and of course promoting south east Cornwall as a whole

Many thanks to The Old Sail Loft and Lascars for supplying the soup after the Lantern procession.

SECTA AGM is to be held at the Hannafore Point Hotel on Thursday 26th January at 12 noon