

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

held in the Tourist Information Centre, The Guildhall, Fore Street, East Looe
on Wednesday 4th July 2012 at 7.00pm

REPORT TO COUNCIL

PRESENT

Cllr Mrs E Hannaford
Cllrs P Crossley, E B Galipeau,
W Martin and D J Bryan (ex officio)
Mr M Camp – Tourist Information Manager
Mrs E Coles - SECTA
Mrs M Gill – Polperro Promotion Group (PPG)
Mr D Gill – Looe Food Festival

IN ATTENDANCE

Town Clerk – Mrs Anne Frith
Councillors Mrs M Powell and A Toms
LCO – Simon Townly

1. **APOLOGIES**

There were no apologies.

2. **TO ELECT A CHAIRMAN**

Cllr Bryan proposed that Cllr Mrs Hannaford be elected to serve as
Chairman for the coming year, seconded by Cllr Galipeau it was:

RESOLVED

Unanimously to elect Councillor Mrs Hannaford to serve as Chairman
for the coming year.

3. **TO ELECT A VICE-CHAIRMAN**

Councillor Mrs Hannaford proposed that Councillor Martin be elected to
serve as Vice-Chairman for the coming year, seconded by Councillor
Crossley it was:

RESOLVED

Unanimously to elect Councillor Martin to serve as Vice-Chairman for
the coming year.

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Councillor Mrs Hannaford proposed that Councillor Mrs Powell be
co-opted to this Committee as a regular member, seconded by
Councillor Bryan it was unanimously agreed.

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4. **TO RECEIVE DECLARATIONS OF INTEREST**

Councillors Bryan and 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.

5. **TO RECEIVE QUESTIONS OR STATEMENTS FROM MEMBERS OF THE PUBLIC**

There were no members of the public present.

6. **MATTERS ARISING FROM THE MINUTES OF THE MEETING OF 6TH MARCH 2012**

There were no matters raised.

7. **TO RECEIVE A REPORT FROM THE TOURIST INFORMATION CENTRE MANAGER**

The Tourist Information Centre Manager gave his report (see attached Appendix "A").

Mr Camp reported that he is in the process of putting together a map of Looe with advertising around the perimeter, the cost of printing 10,000 maps has been quoted at £593.00, the advertising revenue could provide £2,000 profit for the Tourist Information Centre. These maps are on a pad which, up to now has been produced by someone else and has Liskeard on it, Mr Camp's proposal is to have one side for Looe and one side for Polperro.

8. **TO RECEIVE A REPORT FROM SECTA**

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

Councillor Mrs Hannaford suggested that the training opportunities being offered by SECTA be circulated to the PPG.

With reference to the recent letter in the Cornish Guardian entitled "Dismal Looe" Councillor Mrs Hannaford asked if the Committee thought a formal response should be made, however, as both Mr Camp had sent a personal response and Mrs Coles had responded on behalf of SECTA it was agreed to let the matter rest.

9. **TO RECEIVE A REPORT FROM CORNWALL TOURISM PANEL**

Councillor Mrs Hannaford had attended the last meeting with only three members present. Malcolm Bell is carrying out a tourism review, gathering data and employing consultants to carry out an in-depth review which will go to the Scrutiny Panel in September.

The length of stay for visitors to Cornwall has risen by .5 of a day to approximately 6.5 days which is better than Yorkshire but visitor numbers and spend are down. Cornwall has beaten most other areas in the country for the most popular place to visit.

Councillor Mrs Hannaford will circulate Malcolm Bell's presentation.

10. **TO RECEIVE A REPORT FROM THE POLPERRO PROMOTION GROUP**

Mrs Gill gave a short report (see attached Appendix 'C') and stated that the group has so far installed large board maps and has been donated two boats which have now been planted up, some of the shops have also put up hanging baskets and window boxes and a grant from Cornwall in Bloom has been received.

Cllr Galipeau congratulated Mrs Gill of the positive start for the PPG.

11. **TO DISCUSS A RETAIL POLICY FOR THE TOURIST INFORMATION CENTRE**

This matter has been covered by the Tourist Information Centre Manager's report.

Mr Camp reported that he is also making magnets for sale in the Tourist Information Centre which will increase the profit margin.

The issue of the Seymac leaflets is to be brought up at the next Tourist Centre Group meeting as it is felt that all Tourist Information Centre's should approach Seymac as a group to try to get some form of benefit for displaying their leaflets.

12. **TO RECEIVE FEEDBACK ON PROMOTION DAYS**

The Chairman reported that two promotion days had been held, one in Bristol and one in Plymouth prior to the Diamond Jubilee weekend both of which had been very good and appear to have had a direct benefit for the Looe Music Festival by the sale of tickets.

The data collected from both days will be collated by Devon and Cornwall Rail Partnership and can be used for marketing in the future.

13. **TO RECEIVE FEEDBACK ON THE DIAMOND JUBILEE CELEBRATIONS**

The Chairman reported that the feedback had been very good and that some businesses had had the best weekend for takings for a long time.

The Flotilla

Comments have been received that there should have been more boats taking part but appreciated that the weather had not helped

The Wooldown.

Comments had been received that the Wooldown should be better utilised as it is a fantastic place for an event.

Childrens Party

This had been an exceptional success, especially with the twins whose birthday it was on the day. Phil Gibson (Palfreys Bakery) who had provided the food was congratulated and thanked.

Sports Day

This is to be an annual event and made bigger, East Looe Town Trust have provided a cup for the winners. The date for next year's is to be decided.

14. **TO RECEIVE AN UPDATE ON THE WALKING ROUTES PROJECT**

The Chairman reported that the final designs for the large signs has been done and there is a QR code to link to the podcast.

These signs will be located in the Millpool, Tencreek and St Martin's Road junction with Barbican Road. The one in the Millpool could be double sided to incorporate a "What's on in Looe" poster.

A formal launch will be undertaken and the podcast will be freely and widely available to all.

15. **MATTERS FOR FURTHER DISCUSSION**

.1 Looe Food Festival

Mr Gill reported that the food festival had been a great success with over 4,500 visitors. There had been top class chefs and producers from all over Cornwall and the feedback had been very positive.

The next food festival will take place on 29th and 30th June next year and it is intended to be bigger and better, most of the spaces have

already been sold. Reports suggest that the festival boosted the economy of Looe by 30%.

Mr Gill thanked all that had helped over the weekend.

.2 Looe Music Festival

Cllr Martin reported that 900 full weekend tickets have been sold and marketing is ongoing. They are half way to the breakeven point.

.3 Leisure Package

Mr Townly – Community Officer – reported that he has been working on a leisure package to boost the income of the Bowling Club/Putting Green. He has so far spoken to the Hannaford Point Hotel, Tom Sawyers, the cafe adjacent to the Coastguard Station and the tennis club. All except the tennis club have offered discounts and the cafe has offered picnic baskets for the beach and rock-pooling equipment. Permission has been given to lower the hedge at the front of the Bowling Club to increase visibility and new signage is being organised. The idea is to offer families a complete leisure package at a reasonable price.

The Chairman stated that this is a very good idea and more work should be done to finalise it. Cllr Martin suggested that kayaking could also be included in the package.

The Committee thanked Mr Townly and agreed that he should pursue this matter.

.4 Steam Train – Looe Valley Line

Cllr Mrs Powell reported that it has been reported in a train spotters magazine that a steam train will be on the Looe Valley Line on Sundays in November, she will try to get more information for the next meeting.

.5 Dates for Diaries

a) Walking Festival – 15th – 21st September

b) Coronation Year 2013 – the Clerk was asked to find out if celebrations are being planned for this event.

The Meeting closed at 8.45pm.

Town Tourism Forum Report July 2012

Looe Guide & Map pad: 203 guides have been sent out since May 1st. Give or take a guide or two, this is the same as last year. I have explained to CPL that we will not be requiring a Map Pad next year as we will be doing our own. It is now imperative that we start spreading the word and try to get as many advertisers on as possible. I am in the process of putting together a rate card which will include all the connotations regarding advertising with the TIC including the 2013 guide, the map pad, website, posters, leaflets etc.

Visitor Numbers & Bookings

May 8626 visitors, 28 bookings with a value of £3144
June 10283 visitors, 32 bookings with a value of £3325
54 bookings during the same period last year.

Events: The July and August events lists are now available on the website.

Summer Opening: We have, as from Sunday, started double shifts. We have also now got our full quota of staff on board with Bethanie joining us for the summer and Eddy back a few shifts a week to help us out. We still plan to open till 6pm during the school holiday weeks.

Diamond Jubilee Weekend: As well as being a great success across the town, the DJ weekend brought a great number of visitors into the TIC. We had upwards of 2,200 visitors through the doors over the four days bringing in revenue of over £1200.

The Olympic Torch: The effect on the town was minimal as far as I can work out. Hopefully the publicity Cornwall received will have a knock on effect over the next few months although I am not sure how we can evaluate that.

Web Stats May/June 2012: Unique visitors 7370 (over 9000 visits), double last years figures of 3653. 21% of those visits were from a mobile device (last year 6%). The busiest day was Sunday 3rd June when we had 266 visits to the website (96 via mobile device). Over 6000 of the visits come through Google. Of the smaller sites that feed into us, Chyavallon B&B in Polperro throws up 341 visits. This is because they use our site as their availability calendar.

Looe Island Boat Trips: There are major problems this year with the island trips. The person who took over from Tim Corkill has gone AWOL and despite discussions taking place between CWT and a group of interested boatmen there seems to be no firm date set yet for the service to recommence.

M Camp 4 July 2012

REPORT FROM SECTA JULY 2012

Once again SECTA is running the Caradon in Bloom competition. This year the Looe in Bloom team will be judging. There are many different categories so if you know of any business, pub, restaurant or private garden that you would like to nominate please let me know or fill in the form that was in last weeks Cornish Times. As the weather has been so bad judging has been delayed until the end of this month.

SECTA has shown its support to Looe Marine Conservation Group (LMCG) by making a donation. This group are doing a great job carrying out important work. Many of the events that they run are attended by visitors and their children, both fun and educational.

SECTA continues to run training days which have been very well supported.

There are a couple of places left on tomorrows course at Pelynt. This is a 'be your own SEO' (Search Engine Optimiser), run by Nidocks training.

I represented SECTA at a meeting of the Looe Valley Line, and the figures are really good. In 2001 the line carried 58,000 passengers last year this had risen to 110,000 and already this year it looks as though there is a good chance we may double the 2001 figure.

I am sure by now most of you will have read the letter in the Cornish Guardian from a Mr Paul Cantlay. I have attached a copy of my response sent to the Guardian on behalf of SECTA

PPG Report of Maz Gill – 4th July 2012

1. Edythe and Anne attended meeting at Polperro on 28th May and highlighted the benefits of accommodation providers advertising in the Looe Tourist Information Centre. Sadly, to date only one reply received, and that was a refusal to take up option. PPG secretary to circulate again.
2. Polperro leaflets, flyers and posters circulated to all TIC`s in Cornwall except Falmouth who refused to accept them. More supplies being printed.
3. Polperro in Bloom judging now taking place during period end of July to middle of August. This is due entirely to weather affecting maturity of plants and gardens. Judging to be carried out by Tony White, Robert Chisman and the new Polperro `Mayor`.
4. Two boats had been donated and planted up with the help of a donation of £250 from Cornwall in Bloom. All comments made by locals and visitors have been very positive.
5. This years Polperro Festival seemed busy, although footfall down each day, no doubt due to inclement weather. However, pubs were busy during evenings.
6. The car park is still presenting problems with actual cost and a change of the parking options by the owner, who has said he will assess things at the end of the season.
7. Date of next meeting – Tuesday 11th September at 7pm.