

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

held in the Tourist Information Centre, The Guildhall, Fore Street, East Looe
on Monday 14th May 2012 at 7.00pm

REPORT TO COUNCIL

PRESENT

Chairman – Cllr Mrs E Hannaford
Cllrs P Crossley, E B Galipeau,
W Martin and D J Bryan (ex officio)
Mrs E Coles - SECTA
Mr A French - SECTA
Mrs M Gill – Polperro Promotion Group

IN ATTENDANCE

Town Clerk – Mrs Anne Frith
Councillor A Toms

75. APOLOGIES

Apologies for absence were received from Mr M Camp – Tourist
Information Centre Manager.

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The Chairman welcomed Mrs Gill to the Committee and stated that it is
hoped to work closely with the Polperro Promotion Group (PPG) to
help promote Polperro.

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76. TO RECEIVE DECLARATIONS OF INTEREST

Councillor 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.

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

There were no members of the public present.

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

There were no matters raised.

**79. TO DISCUSS MATTERS REFERRED FROM THE EVENTS AND FESTIVALS
SUB-COMMITTEE**

No matters had been referred.

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

The Tourist Information Centre Manager had provided a report which was read to the Committee by the Chairman (see attached Appendix 'A').

Various issues were discussed including problems with the new "Looe App", the Chairman stated that the information regarding the Olympic Torch would be of particular interest to Cornwall Council. There was also much discussion regarding the Looe Guide with the suggestion being made that a unified Guide be produced possibly sponsored by SECTA. This matter will be discussed further at the next meeting.

81. TO REVIEW THE TOURIST INFORMATION CENTRE INCOME/EXPENDITURE FOR 2011/12

The Committee reviewed the income/expenditure for 2011/12 as provided by the Clerk, (Appendix 'B'). The Chairman explained that, although the report shows a loss, if the stock in hand is taken into consideration, a profit of £2,790.35 has been made.

Councillor Bryan congratulated the Tourist Information Centre staff for their achievement and stated that any extra funds earned should be put into improvement of the Tourist Information Centre.

Councillor Crossley pointed out that, without the grant of £4,190 from Visit Cornwall, the Tourist Information Centre would again have been in deficit, he asked if this grant is ongoing or a one-off payment. The Clerk was asked to find out.

The Chairman suggested that a profit target of £3,000 be set for the Tourist Information Centre and that this be referred to the Finance and Works Committee.

82. TO RECEIVE A REPORT FROM SECTA

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

Mrs Coles stated that there is real concern over the future of the water quality in Looe. The Chairman explained that Looe met the 2015 standards last year but the dispensation for bad weather is to be removed. South West Water and the Environment Agency are working hard to enable the new standards to be met.

Councillor Galipeau stated that East Looe beach had received a highly recommended beach standard from the Marine Conservation Society.

It was explained that the Environment Agency have a set programme for taking water sample readings and they have to be done regardless of the weather.

Mr French suggested that our own readings could be taken to create a level playing field and it was agreed that the cost of doing this be looked into.

83. TO RECEIVE A REPORT FROM CORNWALL TOURISM PANEL

The Chairman reported that the scheduled meeting had been cancelled and that the Visit Cornwall review is ongoing.

The Chairman suggested that we should ask if the Looe Town Council/Tourist Information Centre banner could be put up on the Olympic Torch route, she will provide the Clerk with the contact details.

84. UPDATE OF FESTIVALS, PROMOTION DAYS AND 2012 CELEBRATIONS

.1 Looe Food Festival

Mrs Gill gave a short report of this event which is taking place on 23rd and 24th June. All the available spaces have been sold, press releases in food magazines, leaflets etc have all been done. All produce is from Cornish suppliers.

.2 Looe Music Festival

Councillor Martin reported that the headline acts will be The Strangers, The Levellers and Showaddywaddy, the main sponsors of the event are Adrenalin Quarry.

Mr French stated that ticket sales through the Tourist Information Centre are to be discussed, the festival has a new website also.

.3 Polperro Festival

Mrs Gill reported that the festival will take place on 16th – 24th June, the programmes are not yet available. The Chairman reminded Mrs Gill that the programmes need to be available for the Plymouth Promotion Day on 26th May.

.4 Promotion Days

a) Bristol Temple Meads Station – 23rd May 2012

Devon and Cornwall Rail Partnership are organising this. The Chairman asked that all those intending to go let the Tourist Information Centre Manager know as soon as possible to enable him to organise the rail tickets.

b) Plymouth – Armada Way 26th May 2012

This is being organised jointly with Devon & Cornwall Rail Partnership who are paying half the cost of the venue. We will be taking gazebos this year to keep costs to a minimum and Councillor Galipeau will confirm his availability to transport the equipment.

.5 Diamond Jubilee Celebrations

The Clerk confirmed that all events are organised with the exception of addressing issues raised by East Looe Town Trust, the Clerk is meeting with the Trustees on the Wooldown on 16th May to resolve these issues.

85. TO DISCUSS A RETAIL POLICY FOR THE TOURIST INFORMATION CENTRE

The Chairman referred to Councillor Dingle's suggestions made at the informal meeting of 2nd March, in her opinion this should be left to the discretion of the Tourist Information Centre Manager. The Chairman referred to the suggested letter that Councillor Dingle had recommended be sent to some of the attractions that advertise with Seymac, Councillor Bryan suggested that instead of writing to ask for a cash donation we ask for free tickets instead. Councillor Galipeau stated that if the Seymac leaflets are not displayed it may have an adverse effect on the mystery shopper results and it may be better to meet with Seymac to discuss the issue of potential issue of income for the Tourist Information Centre.

The Chairman proposed that we speak to all leaflet distributors to see what they can offer, seconded by Councillor Galipeau it was unanimously agreed.

86. TO EXPLORE A JOINT INITIATIVE WITH SECTA TO INCREASE THE TOURIST INFORMATION CENTRE INCOME

The Chairman deferred this matter to the next meeting on 4th July.

87. TO DISCUSS ISSUES RAISED BY THE POLPERRO PROMOTION GROUP

Mrs Gill informed the Committee that a well attended meeting had been held last July with Councillor Mrs Hannaford and Tony White and this group had been formed to try to increase the visitor footfall in Polperro. Large village maps have been produced that have made a profit due to advertisers and a calendar has also been produced. Two boats have been donated which will be planted up for Polperro in Bloom and all establishments are being encouraged to plant up window boxes etc.

The increased car parking charges are causing problems, the new owner having put a minimum £4 for three hours charge in place. There is to be a meeting held with him to see if he will consider a one hour charge to enable local people to access Polperro, it was suggested that the bus service be promoted.

In response to the Chairman Mrs Gill requested a "Polperro Corner" in the Tourist Information Centre for promotional leaflets.

The next meeting of the Polperro Promotion Group is on 28th May at 7.00pm in the Village Hall, Polperro. Mrs Coles will attend and it was suggested that the Tourist Information Centre Manager also attend.

88. MATTERS FOR FURTHER DISCUSSION

There were no matters raised.

The Meeting closed at 8.40pm.

Town Tourism Forum Report May 2012

Looe Guide 2012: The guide continues to be requested although early figures suggest not as many requests as last year. In the first quarter of 2011 we sent out 356 guides, this year the number is 329. However, last years figures for January were higher because we had had no guides to send out for most of November and December due to running out of the 2010 guide.

Events: We have now rebranded the old Looe Festival by the Sea website as the Looe Festival & Events website. It carries details of all the major events and festivals in the Looe area although the idea is to get people to visit the main TIC website at www.looeguide.co.uk. For the most up to date info. There is no point trying to keep both websites updated when all it takes is a simple link to one site or the other. We also have most events on the town council website and try to feed them through to various publications. On the technology front we have also now got a page on the I Love Looe app.

New Staff: We have a new young lady starting in June following interviews that took place in March. She is from Dobwalls and is currently still at Liskeard sixth form, although she hopes to go on to study education she came across in the interview as very keen and I have subsequently heard from several people I know that she is a very competent and friendly young lady.

This Easter: Since our last meeting we have had a new door counter installed, which unlike the old one, actually works! The figures for April show we had just under 7000 people through the door. Despite less accommodation bookings being done our sales were up over £1000 on last years figures, partly due to sales of Eden tickets.

Olympic Torch: I was asked to send out an email this morning by Visit Cornwall to find out how much interest the Olympic Torch relay is having on tourism businesses in the area. I had ten swift replies all stating that visitors are not interested even when you tell them what is going on, nobody has given a positive response.

Wall Displays: I had a look at different forms of wall display units. There are many, many choices out there! These range from the slat board style where you then add shelves, pockets, hangers etc, etc to the individual bolt on racks. I have included a couple of ideas here, there are others in the Viking catalogue. It depends what the council want to spend. With our recent shop lifting incident it has shown that spinners are not ideal.

Web Stats April 2012: Unique visitors 3344 (90% up on last April), Hits 88877 (55% up on last April) These figures not included in original report.

M Camp 14th May 2012

This Appendix 'B' can be viewed in the Council Offices.

