

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

held in the Tourist Information Centre, The Guildhall, Fore Street, East Looe
on Tuesday 8th January 2013 at 7.00pm

REPORT TO COUNCIL

PRESENT

Chairman - Cllr Mrs E Hannaford
Mrs M Gill – Polperro Promotion Group
Mrs E Coles - SECTA

IN ATTENDANCE

Councillor A Toms

OFFICERS

Clerk – Mrs Anne Frith

42. APOLOGIES

Apologies for absence were received from Councillors Bryan (ex officio), Galipeau and Martin and Tourist Information Centre Manager Mr Camp.

ABSENT

Councillor P Crossley

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The Chairman proposed that Councillor Toms be co-opted for this meeting only to enable the meeting to be quorate, this was unanimously agreed.

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43. TO RECEIVE DECLARATIONS OF INTEREST

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

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

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

There were no members of the public present.

45. MATTERS ARISING FROM THE MINUTES OF THE MEETING OF 14TH NOVEMBER 2012

.1 Ref Min No 32.1 – Vending Machine

The Chairman informed that a further letter has been sent to East Looe Town Trust and it will be discussed at their meeting tonight.

.2 Ref Min No 40 – Walking Routes

The Chairman stated that the official launch at the end of November had gone well and she congratulated Mr Camp on the excellent walk that he had organised.

If there is to be a reprint of the accompanying leaflet Carthole Cottages would like to sponsor it.

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

There was no report.

47. TO RECEIVE A REPORT FROM SECTA

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

The Chairman suggested that available Councillors attend the Bathing Water quality presentation organised by SECTA on 28th February at 2.00pm at Elliott House, Liskeard.

The Chairman asked that promotions of tourism be put on the Agenda for the next meeting. The Clerk was asked to write to Devon and Cornwall Rail Partnership to ask if they are willing to do joint promotion days again this year.

48. TO RECEIVE A REPORT FROM THE CORNWALL COUNCIL TOURISM PANEL

There had been no meeting held. The Chairman informed that some statistics from the Visit Cornwall website had been released but the meaning of them was unclear.

49. TO DISCUSS A DIGITAL POSTCARD FROM LOOE

The Chairman stated that Malcolm Bell had responded to our enquiry for a digital postcard (as done for Mevagissey) and informed that Visit Cornwall has appointed two companies to provide an agreed number of films at an agreed price. The draft schedule was set in December which could include two films for Looe, the full schedule will be set after 31st January with filming due to start in February. The contribution of £1,000 from Looe Town Council was requested.

The Committee agreed that the video footage of the New Year's Eve fireworks and New Year's Day dip should be included and that promotion of Polperro also be included.

The request for the £1,000 contribution was referred to the Finance and Works Committee with the recommendation that it be approved if sponsors such as Nathan Outlaw and Tim Alsop cannot be found.

50. TO RECEIVE A REPORT FROM THE POLPERRO PROMOTION GROUP

Mrs Gill gave her report as attached Appendix 'B'.

Mrs Gill explained to the Committee how the "My Club Promotion" works, there is no cost to the businesses, customers pay £25 for a card which entitles them to a discount in the signed up businesses anywhere in the country.

The Chairman asked for a presentation at the next West Looe Business meeting.

The next Polperro Promotion Group meeting is on 15th January and Guy Thomas from Cornwall Council will be in attendance.

51. TO RECEIVE AN UPDATE ON THE TOURIST INFORMATION CENTRE REVIEW

The Chairman informed that this is almost complete and the matter was deferred to the next meeting.

52. TO RECEIVE AN UPDATE ON THE DRAFT WEDDING GUIDE

The Chairman briefly explained the outcome of the meeting held on 20th November 2012 as follows:

- a) It should be mainly an online guide with only 1000 being printed.
- b) 32-36 pages of adverts and information
- c) Suggested costs: Full page (to include ½ page of editorial) £200
½ page (to include ¼ page of editorial) £150
- d) Mr Camp to put the artwork together (out of his Tourist Information Centre hours)
- e) The cost of printing the guide has been ascertained, 47 advertisers will be needed which will give an income of £4,280 less photography and the official launch leaving a net profit of £3,108 profit.

The next meeting is on 14th January 2013 at 9am in the Tourist Information Centre.

53. TO DISCUSS THE DMS BOOKING SYSTEM CONTRACT AND MAKE RECOMMENDATION TO THE FINANCE AND WORKS COMMITTEE

The Chairman read out an e-mail sent to the Tourist Information Centre Manager from Padstow Tourist Information Centre. Various questions were raised:

- a) Why has this come from Padstow Tourist Information Centre?
- b) Will it accept and include SECTA's QIC Accreditations?
- c) What is the cost to this Council?
- d) Will there be a level playing field?

The Chairman stated that further investigation is needed before any recommendation can be made, the Clerk was asked to write to Malcolm Bell to ascertain the costs involved and the Chairman will also make further investigations.

54. TO DISCUSS THE CONSEQUENCES OF THE RECENT FLOODING, LANDSLIPS ETC ON TOURISM

There was considerable discussion regarding the impact this had had on Looe and in particular over the Christmas period and New Year period and the effect on the Hannafore businesses.

It was agreed that the media coverage had not helped, given the impression that Looe was closed for business creating a major reduction in visitor numbers. It was agreed that it is important to get the message over that Looe is open.

In light of the recent announcement by the Government that rail links between London and Exeter are to be improved, but no further South West, the Clerk was asked to write to the Minister for Transport to express our disappointment at the lack of investment in our transport network stating that we feel let down and that we have invested a lot of time, money and energy into the promotion of Cornwall and that we want to invest in growth. The letter is to come from the Mayor and copied to Bert Biscoe (Cornwall Council Portfolio Holder) and Sheryll Murray MP. A press release from the Chairman and the Mayor was also suggested.

55. TO REVIEW NEW YEAR'S EVE CELEBRATIONS

Councillor Toms informed the Committee that it had all gone very well with few problems, the children's 6pm display had been very successful with around 1000 people attending.

The accounts have been done, £4,900 spent and £5,200 left to carry over to next year, there will be a fundraising event arranged to raise money for new Christmas lights.

The Chairman congratulated Councillor Toms and Sue Pengelly on a very successful evening.

Councillor Toms stated that the video clips of New Year's Eve and the New Year's Day dip should go on all websites.

56. MATTERS FOR FURTHER DISCUSSION

.1 Future Promotions

To go on next Agenda.

.2 Fashion Show

The Chairman and Sheila Brock are organising a fashion show for charity on 7th March at Looe Bay Holiday Park.

.3 Events and Festivals

The Chairman requested that the Tourist Information Centre Manager e-mail the events list out to all accommodation providers. A date needs to be arranged for the next meeting, March 6th was suggested.

The Meeting closed at 8.50pm.

SECTA REPORT JANUARY 2013

5th December Ross Fisher and I attended the launch of the Looe Marine Conservation Groups 'Looes inspiring seashore' project at the Rusty Bucket. Photo and details in Cornish Times showed SECTA as one of the funders. Interesting evening and I was approached by Amanda Brookman of Coast who would like to do a presentation at our February meeting.

The torchlight procession was on/off for a few days due to changing weather forecasts. In the end the correct decision was made to cancel, as the weather really turned bad. Thanks to The Old Sail Loft and Barclay House for offering to supply soup and rolls

Better results for New Year, both firework displays were well attended and those brave souls who swam on New Year's Day have probably set this as an annual event. It will be interesting to see how the number of visitors was affected by the road closures and poor weather conditions we have been experiencing. One hotel on Hannafore reported a loss of £3,000 on the weekend of the landside and I am sure other businesses suffered. One of our SECTA members with self catering properties had to cancel all Christmas and New Year bookings when their sewerage system collapsed. It has been a very difficult end of year but on behalf of all businesses I would like to thank Edwina and Armand for keeping everyone updated on the situation.

SECTA have once again booked a stand at the Expo West show in March and, as always, we will be promoting South East Cornwall

We continue to work closely with Visit Cornwall, TAVATA and BOBM. This coming year will probably not be an easy one, and so we need to really pull out the stops to promote our area.

PPG Report of Maz Gill – 8th January 2013

In a year dominated by the weather, we have suffered yet again in Polperro with severe flooding. Several businesses, including my own twice, and dwellings have suffered, and if it wasn't for two Environment Agency men clearing the flood defence gratings, the situation would have been a lot worse for the village.

The weather undoubtedly had an effect on visitor numbers being down considerably compared to previous years over the Christmas and New Year period. Pubs were not as full and there were empty tables at restaurants.

Whilst our usual New Years Eve fireworks display went ahead, obviously numbers watching were down.

After many years of trading, Nevilles Restaurant has been sold, and Neville Jolliff is going into retirement. The premises have been purchased by a local fisherman, who intends opening as a fish and chip shop during the day and a fish restaurant each evening.

There are now 11 empty businesses premises in the village. This represents 21% of the total number which is above the national average. There are also several other businesses up for sale.

A lot of traders within the village have joined `My Club Promotion`. This is where holders of the card use it to obtain discounts etc. It can be used Nationwide and abroad. It is still in the early stages of implementation, and in due course we will also have a `Local Currency` card. I will be able to report more fully in the future. At this time there is nothing further to report.

Maz Gill

Maz Gill

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