

**MINUTES OF THE TOWN TOURISM COMMITTEE MEETING**

held on Tuesday 11<sup>th</sup> June 2013 in the Tourist Information Centre,  
The Guildhall, Fore Street, East Looe at 7.15pm

**REPORT TO COUNCIL**

**PRESENT:** Cllrs D J Bryan, K Bishop, P Crossley, Mrs E Hannaford,  
A Toms and W Martin  
Mrs E Coles – SECTA  
Mr M Camp – Tourist Information Centre Manager

**2. TO ELECT A CHAIRMAN**

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

**RESOLVED**

Unanimously to elect Councillor Toms to serve as Chairman for 2013/14.

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

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

**RESOLVED**

Unanimously to elect Councillor Mrs Hannaford to serve as Vice-Chairman for 2013/14.

**4. APOLOGIES**

Apologies for absence were received from Councillors Mrs Graham-Jones and Mrs M Gill (Polperro Promotion Group).  
Councillor Miss Bishop gave apologies for early departure at 7.40pm due to rowing training for the Five Towns Challenge and Councillor Martin gave apologies for early departure at 8.00pm due to work commitments.

**5. TO RECEIVE DECLARATIONS OF INTEREST**

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

**6. MATTERS ARISING FROM THE MINUTES OF THE MEETING OF 5<sup>TH</sup> MARCH 2013**

**.1 Ref Minute No: 62.2 – Open Top Vintage Bus**

Councillor Bryan stated that Mr Rose (former Councillor) had been going to bring this matter up at the next Looe Valley Line Forum meeting.

Mr Camp informed the Committee that Richard Burningham (Devon and Cornwall Rail Partnership) is dealing with this matter.

Councillor Mrs Hannaford, the newly elected Representative, asked if anyone else would like to take on this role due to her work commitments, Councillor Bryan stated that he would if no-one else volunteers.

.2 Ref Minute No: 62.3 – Rowlands Fair

Councillor Miss Bishop raised concerns that the fair is not coming to Looe in August.

The Clerk reported that the fair over the May bank holiday week had taken up 158 spaces plus the grass area by the pool.

.3 Ref Minute No: 63 – Devon & Cornwall Rail Partnership Promotions

Councillor Bryan informed the Committee that the joint advertising campaign is ongoing.

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

Mr Camp gave his report as attached Appendix 'A'. Councillor Mrs Hannaford expressed the opinion that Looe Town Council's policy of only advertising accredited, inspected properties in the Tourist Information Centre should continue.

There was much discussion regarding agency accreditation following a complaint from Looe and Polperro Holidays and it was agreed that agencies should be accredited to advertise in the Tourist Information Centre.

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

Mrs Coles gave her report as attached Appendix 'B'. Mrs Coles asked if the recent newspaper report regarding banning dogs on Hannafore beach was correct. Councillor Mrs Hannaford explained that, as a result from one Hannafore resident, a consultation of the whole town will be carried out. Mrs Coles stated that SECTA accommodation providers would be against it.

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

There had been no meeting held.

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

Councillor Toms read out the report provided by Mrs Gill as attached Appendix 'C'.

Councillor Mrs Hannaford reported that she has secured £5,000 from Visit Cornwall for a tourist information point in Polperro.

Mrs Coles reported that one of the new Liskeard Town Councillors is keen to link Liskeard with Looe and Polperro.

**11. TO DISCUSS PROMOTION DAYS**

This matter was deferred to the next meeting.

**12. TO UPDATE ON THE WEDDING GUIDE**

This matter was deferred to the next meeting.

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At this point the Chairman altered the order of the Agenda to accommodate Councillor Martin.

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**13. MATTERS FOR FURTHER OR URGENT DISCUSSION AS DETERMINED BY THE CHAIRMAN**

**.1 East Looe Seafront**

Councillor Martin stated, that, following the problems that arose on the beach on Saturday, action must be taken to avoid any re-occurrence during the summer months and suggested that a letter be sent to East Looe Town Trust asking them to take action.

The Clerk explained that East Looe Town Trust have a meeting this evening where Councillor Dingle, Council nominated Trustee, was going to bring the matter up.

Councillor Mrs Hannaford stated that East Looe Town Trust need to contact the Cornwall Council Community Safety Team to obtain advice. Councillor Crossley suggested waiting for the outcome of East Looe Town Trust's discussions. The Chairman asked for this outcome to be circulated.

The Chairman also suggested that having a few Police Specials might help as they have the same powers as a PC.

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At this point Cllr Martin left the meeting.

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**14. CAR PARKING ON THE MILLPOOL AND STATION ROAD**

The Chairman read out a written proposal submitted by Councillor Mrs Graham-Jones which asked the Committee to consider asking Cornwall Council to provide all day parking for cars on the Millpool for £3 instead of funding free coach parking. The Committee discussed this proposal and agreed that it needs to go out for consultation. The Clerk was asked to obtain the statistics for the Millpool usage and a breakdown of ticket prices purchased.

Councillor Mrs Graham-Jones had also suggested increasing the parking on Station Road from 1 hour to 2 hours to allow people to stay in town for a coffee. The Committee felt this would be counter-productive as it would reduce the turnover of cars, and therefore people.

**The Meeting closed at 8.35pm.**

## Appendix 'A'

### LOOE TIC MANAGERS REPORT June 2013

**The year so far...** No amount of spin can disguise the fact that this has been a bad start to the season. Numbers of bookings are down 40% and sales are down by about 8%. However it is not all doom and gloom. Visitors through the door are up from just under 20,000 last year to about 23,000 this year. So this shows the people are coming...they're just not spending so much. Also we have to take in the fact that by this time last year we had had the Diamond Jubilee weekend. That caused a huge spike on figures towards the end of May 2012, which if taken out of the equation makes things a lot more balanced, but still not good.

**Ticket sales...**there has been a big jump in ticket sales this year over last year. Possibly due to the bad weather we have seen a 100% increase in Eden ticket sales. National Express are up about 75% and although I didn't think it had done very well we have seen a big increase in DuMaurier Festival/CRBO tickets this year.

By having the Music festival tickets available so early we have already sold over £10,000 worth and are now making money on them, the early bird period now over.

**Events...** We are doing our best to promote all the events heading this way over the next few months using whatever form of publicity we can! If any of you use social media sites then please 'share' as many of our posting as possible, just 'liking' does not get the message across. It is important this week that we tell as many people as possible that the Luggers will only be racing on the Saturday, otherwise we will get a lot of disappointed visitors on Sunday.

**TIC Staff....**At the last meeting I announced that Edythe was leaving us and we were shortly interviewing for a replacement (if such a thing exists!). Well, we found one and then we lost her. We have struggled on through May and June with minimum staff and welcome the return of Bethanie in a couple of weeks time when she finishes Uni. We are also taking on a young lady from Strasbourg University for July and August. She is doing a tourism degree and has to partake in work abroad. She does not require payment, speaks about five different languages and wants to do some translation work for us when not out on the counter. I have also agreed to take on a pupil from Looe School on work experience for a week in July.

**The Future of TICs in Cornwall...** There has been plenty in the press and on TV about Visit Cornwall and Tourist Information Centres. As usual most people have put two and two together and got six, resulting in enquiries about whether we will still be open next year. Hopefully we will.....

I recently attended a meeting in Bodmin of managers from the majority of TICs in the county. The agenda was to discuss our futures once VC do cut funding which they must as they have had theirs cut (and several friends of mine will be losing their jobs). As a TIC that has only recently had the luxury of any funding we will not feel these cuts as hard as some. Bodmin have had to lose staff and take on more of a One Stop Shop role, opening longer hours, in order to counteract the cuts in funding.

What has been decided is that we will form a federation of TICs and take the money that Visit Cornwall are offering and then talk to the different IT operators to get the best deal for our DMS system and websites.

If anything this should make the status of TIC's in the county stronger, but only time will tell. Sadly, as is often the case, many councillors and MP's do not see how important tourism is to the economy and cuts like those that are being made to Visit Cornwall and elsewhere around the country will do nothing to help.

**Guidelines for advertising with Looe TIC...**I have had several emails from both Councillor Hannaford and Looe & Polperro Holidays regarding who can advertise with Looe TIC. L&P Holidays accused me of having misleading information on the website which is 'not acceptable' and of discriminating against them.

On checking the Visit England database I did find that a couple of self catering properties had out of date gradings and promptly removed them and contacted the owners to ask them to sort out an inspection before they would be allowed back on the system.

In our defence I will say that these properties were still showing as assessed on our website due to problems further 'up the line' that I am still trying to rectify and is nothing to do with us.

L&P Holidays main complaint it turned out was over the inclusion on our website of the agency, Cornish Collection. They are an assessed agency with Visit England and even though they might have properties on their books that are not graded at this period of time they still have an in date assessment, and so we are within our guidelines to take them on. I explained to L&P that if they wished to be assessed then I would be only too happy to take them on, but until then I could not. I have heard nothing since I replied in an email on May 15<sup>th</sup>.

Mark Camp 11<sup>th</sup> June 2013

**Town Tourism Panel  
SECTA Report 11<sup>th</sup> June 2013**

SECTA is putting together a bid for ECLAG funding for podcasts to promote south east Cornwall. We have had very positive feedback from members who would like us to go ahead with this. As we have less than two weeks to get this bid in I should know if we are going ahead with this very soon.

I attended the formal launch of the Cornish Cross at Saltash last month. It was interesting to talk to the artist, Simon Thomas, about the thinking behind the design. Public art always causes controversy, but on the whole I think it was well received.

I have heard that there has been a suggestion that Hannafore beach could ban dogs. Most accommodation providers would not approve of this. Understandably, our main beach is dog free, but to close both beaches to dogs would deter the large percentage of dog owners who visit/stay in this area on a regular basis. In what may prove to be another difficult season, can we really afford to alienate a large sector of visitors, many of whom are here out of the peak weeks?

Our South East Cornwall map guide, produced in conjunction with BOBM and TAVATA, is now with the printers and will be available shortly. Draft available to view. I think this will be a great help to visitors and to the Tourist information centres.

As SECTA chairman I have attended a couple of meetings of the Millendreath in Bloom committee. This was set up by volunteer residents. Already a lot of work has been done and the whole site is looking much better. I have been invited to the official launch on the 5<sup>th</sup> July.

## Appendix 'C'

### PPG Report of Maz Gill – 11<sup>th</sup> June 2013

Firstly, I must apologise for non attendance, but this meeting clashes with the PPG meeting. I will be trying to alter the PPG meeting dates to avoid any future clashes.

Thankfully the recent improvement in the weather has brought a good number of visitors to the village, although not as many as there were a few years ago. Whilst there are obviously a lot of British visitors, there have been noticeably more foreign visitors, in the main French, German and Americans. This is a very surprising but welcome upturn.

We are again entering `Cornwall in Bloom` and `Southwest in Bloom` that proved very successful last year. Also, following last years successful first venture, we are again running our own `Polperro in Bloom`. Last year the village was ablaze with colour, with people, both traders and domestic, making enormous efforts to make the village and its environs florally beautiful.

At present PPG is working towards a branding for the village with the formation of a design team. Also, we aim to meet with other groups in the village to form an Events Co-ordination Team. This will increase the efficiency of event organization generally and prevent crossovers that inadvertently happen at times at present.

The whole village is looking forward to this years festival, although their have been one or two problems mainly with the programme printing. We have now overcome these.

At this time I have nothing else to report.

*Maz Gill*

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