

**MINUTES OF THE TOWN TOURISM COMMITTEE MEETING**

held in the Council Chamber, The Guildhall, Fore Street, East Looe  
on Tuesday 4<sup>th</sup> March 2014 at 7.00pm

**REPORT TO COUNCIL**

**PRESENT:** Chairman – Councillor A Toms  
Councillors Miss K Bishop, Mrs E Graham-Jones,  
Mrs E Hannaford  
Mr M Camp – Tourist Information Centre Manager  
Mrs M Sadler – TASTE  
Members of the Public

**OFFICERS**

Mrs Anne Frith – Town Clerk

**63. APOLOGIES**

Apologies for absence were received from Councillors D J Bryan,  
P Crossley and W Martin, SECTA and Polperro Promotion Group.

----0000----

Councillor Toms thanked all for coming and stated that this Committee usually receive reports from SECTA and Polperro Promotion Group but unfortunately they are unable to attend.

----0000----

**64. TO RECEIVE DECLARATIONS OF INTEREST**

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

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

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

Councillor Toms explained that Mr Mark Richards, who was present, had submitted a letter of complaint regarding comments made on Facebook by Mr Camp, Councillor Toms felt that the contents of the letter should be dealt with by the Council's Procedures Committee, however, on the advice of Councillor Mrs Hannaford who had also read the letter, the letter was read out.

Mr Camp explained that the facebook thread had indicated that Visit Cornwall and Looe Tourist Information Centre were doing nothing to promote Looe which is not the case.

Mr Camp apologised if he had offended anyone, that was not his intention and he also apologised for not having been to see Mr Richards as he had been very busy.

Councillor Mrs Hannaford stated that there appears to be a lack of understanding of what Mr Camp, the Tourist Information Centre and Visit Cornwall do and what will be done to promote Looe. The Policy issues raised will be referred to the Council's Procedures Committee for review.

Councillor Mrs Hannaford stated that engagement with the businesses needs to be improved but this is very difficult to do. Mr Richards stated that he feels the businesses are not listened to, Love Looe is perceived to be a media money spinner and communication in Looe is chronic. He also asked why the Looe Valley Line has to be promoted if it can't cater for the need.

Councillor Mrs Hannaford informed that in the last ten years the rail usage has increased from 50,000 to 100,000, she invited Mr Richards to join Love Looe but he declined as his shop is open 12/13 hours a day. There was general discussion regarding the value of the Looe Valley Line, Councillor Mrs Hannaford explained that Devon and Cornwall Rail Partnership have put a lot of funding into promotions in various towns across the Country and Councillor Toms stated that the day visitor is very important to Looe's economy.

Councillor Toms stated that he will arrange a meeting between Mr Camp, Mr Richards and himself to address further issues. He also agreed to circulate the Council meeting Calendar to all our e-mail contacts, Mr Richards agreed to provide the e-mail addresses for the businesses on Higher Market Street.

**66. MATTERS ARISING FROM THE MINUTES OF THE MEETING OF 11<sup>th</sup> FEBRUARY 2014**

**.1 Ref Min No: 58 – Visit Cornwall Funding**

Councillor Toms informed that this refers to the residue of funds from last year and adverts are to run in local media in Bristol, London, Birmingham and Exeter.

He reported that we are also working with the Portbyhan Hotel owners for further promotion in Cardiff. The Hotel has 180 coaches coming into Looe this year and are promoting Looe.

Mr Peck (Fieldhead Hotel) congratulated the Portbyhan on their promotion and marketing of Looe and asked if they would be willing to share their expertise with other Hotels in Looe, Councillor Toms agreed to find out.

Councillor Toms also introduced Councillor Mrs Graham-Jones who would be willing to offer translation services if needed.

**67. TO DETERMINE A PROMOTION STRATEGY FOR LOOE**

Councillor Toms informed that Mrs Gill Bridges (Polraen Hotel) owns the domain name "Love Looe" and is willing to hand this over, he would like to see every business in town use Facebook and, or, Twitter to promote themselves and Looe.

Mr Hipkiss (Trehaven Manor) offered to put a "start - finish" to a video clip, the businesses would have to provide their own stories, he will do the filming and splice it all together with music or voice-over.

Councillor Toms stated that Looe Development Trust can offer social media courses of little cost, Mr Camp also commented that many of the people present have the expertise and would be willing to help.

It was agreed by all that facebook information should be “shared” to capture a wider audience and that the businesses should work together, feedback from visitors is also important and Mr Camp offered to find a way of doing this. It was also suggested that “Ambassadors” to meet and greet visitors would also be a way of encouraging visitors to return to Looe.

Councillor Toms reported that Cornwall Council are offering coach companies Rover tickets which allow them to use all Council owned car parks in Cornwall at a cost of £50 for eight days or £30 for four days. Visit Cornwall are also providing a further £15k for promotion of Looe specifically and will be running an Easter focused video/social media based promotion centred on St Ives, Bude, Newquay and Looe and will probably run a competition linked to the promotion.

Everyone present agreed that, in light of the proposed closure of St Martin’s Hill and the recent flooding, positivity is the key as the media have only highlighted the negatives.

Councillor Toms stated he will be asking Looe Town Council to fund £5,000 towards promotions to top up the £15k from Visit Cornwall.

There was some discussion about the forthcoming road closure and Councillor Toms informed everyone of all the arrangements made including correct signage, shuttle bus etc.

Mr Camp asked all businesses to provide their e-mail addresses to enable him to keep everyone informed and to circulate the Events Calendar.

Councillor Toms thanked all for their attendance, it had been a very positive meeting. All agreed that now is the time to be positive and show a united front.

**The Meeting closed at 9.15pm.**