

**LOOE TOWN COUNCIL
KONSEL TRE LOGH**

Looe Library and
Community Hub,
The Millpool, West Looe
PL13 2AF
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MINUTES OF THE Extra-Ordinary Meeting on Wednesday 17th January 2024 at 6pm

PRESENT: Cllr Tony Smith – Mayor/Chair
Cllr Stephen Remington (SR)
Cllr Simon Barker (SB)
Cllr Chris Harwood (CH)
Cllr Jon Holmes (JH)
Cllr Martyn Gregory (MG)
Cllr James Lundy (JL)
Cllr Armand Toms (AT)
Cllr Jamie Pearn (JP)
Cllr Stuart Haresnape (SH)

IN ATTENDANCE: Lynda Powell – Town Clerk (TC)
Fiona Wilkes-Jones – Responsible Finance Officer (RFO)
Donna Folland – Administration Officer (AO)

5.	Welcome	ACTIONS
6.	<p>Apologies for absence</p> <p>None</p> <p>Absent: Cllr Jasper Graham Jones</p>	
7.	<p>Declarations of Interest</p> <p>Cllr Tony Smith declared an interest and requested a dispensation to</p>	

	<p>participate in the meeting, as he has holiday accommodation advertised on the Visit Looe Website.</p> <p>Cllr James Lundy declared an interest and requested a dispensation as he resides in property owned by his parents who have accommodation advertised on both the Welcome to Looe and Polperro and Visit Looe Website.</p> <p>The Town Clerk agreed to provide a dispensation for both Councillors to take part in the debate but not to vote as the meeting would still be quorate.</p> <p>It was agreed that the Deputy Mayor, Cllr Stephen Remington would chair the meeting.</p>	
<p>8.</p>	<p>Public Participation</p> <p>No members of the public present.</p>	
<p>9.</p>	<p>Visit Looe Review</p> <p>The Chair on behalf of all Councillors thanked the Clerk and working group for their detailed reports circulated before the meeting.</p> <p>The Clerk highlighted the key points within her report and discussed the recommendations.</p> <p>Councillors were invited to discuss the report and recommendations. Issues raised included: the importance of tourism to the town, tourism has changed since the Visit Looe website commenced and that the website was one aspect of supporting local tourism, that a marketing strategy for the town should be developed, that setting up a new website using a different platform would cost circa £12,000, was there a requirement for the Council to have its own tourism website, the importance of recruiting an experienced person to coordinate the website, the length of Simpleview contract.</p> <p>It was Resolved to approve the Clerk’s recommendations.</p> <ul style="list-style-type: none"> • That for the next 12 months the Council uses the Visit Looe and Social media platforms to promote Looe as a great place to visit. • That the Council renew its contract with Simpleview for 12 months. That the council exclude from this contract the on-line booking facility. The option to include a video page feature at an additional cost of £1,240 be considered by the Content and Communications Manager when in post and a recommendation made to the Services, Assets and Community Committee. 	

	<ul style="list-style-type: none"> • That the Council employ a Content and Communications Manager on a full-time basis for an initial 12-month period. The salary for this post will be determined by the Job evaluation process but will be circa £28,282. • That the Council invite Welcome to Looe and Polperro to work in partnership. That a Memorandum of Understanding (MoU) is agreed for an initial 12 months. The MoU would need to contain explicit agreements around respective roles, liaison and communications, a pledge to resolve issues privately and respectfully and contingency arrangements were either website to cease operations. • That the Council commit to working with partners to develop a destination marketing strategy for the town. • That the Services, Assets and Community Committee have oversight of the website and partnership working over the trial 12-month period. That work to identify the best platform for Visit Looe continues at pace and if the recommendation is to use an alternative platform this work is completed in time to allow for a smooth transition well ahead of the Simpleview 90-day notice period. <p>Proposed Cllr Gregory seconded Cllr Holmes. 6 in favour 2 against.</p> <p>Cllrs thanked the working group for their hard work.</p> <p>It was Resolved that the Visit Looe Working Group should continue and be accountable to Full Council. The membership of the group to be Cllr Stephen Remington, Cllr Jon Holmes, Cllr Chris Harwood, Cllr Jamie Pearn and Cllr Simon Barker.</p> <p>Proposed Cllr Remington seconded by Cllr Gregroy. All in favour.</p> <p>All Councillors Resolved to thank the Clerk for her well written report and hard work entailed before the meeting.</p> <p>Proposed by Cllr Holmes, seconded by Cllr Barker. All in favour</p>	
<p>10.</p>	<p>The meeting closed at 7:35pm.</p>	

Signed

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