

**MINUTES OF THE TOWN TOURISM COMMITTEE MEETING**

held in the Tourist Information Centre, The Guildhall, Fore Street,  
East Looe on Tuesday 5<sup>th</sup> November 2013 at 7.00pm

**REPORT TO COUNCIL**

**PRESENT:** Chairman – Councillor A Toms  
Councillors Miss K Bishop, Mrs E Graham-Jones,  
Mrs Hannaford  
Mr M Camp – Tourist Information Centre Manager  
Mrs E Coles – SECTA  
Mrs M Gill – Polperro Promotion Group (PPG)

**OFFICERS**

Mrs Anne Frith – Town Clerk

**26. APOLOGIES**

Apologies for absence were received from Councillors P Crossley and W Martin, also from Mrs M Sadler – TASTE.

**27. TO RECEIVE DECLARATIONS OF INTEREST**

There were none declared.

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

There were no members of the public present.

**29. MATTERS ARISING FROM THE MINUTES OF THE MEETING OF 2<sup>ND</sup> OCTOBER 2013**

**.1 Ref Minute No: 18.1 – Horse Drawn Carriage**

Mr Camp stated that he didn't think he had made this remark and that it had actually been the Chairman.

Councillor Miss Bishop stated that she had heard that the carriage could not return to Looe as the signage on Smugglers Cott is too low. It was suggested that the owner may be willing to lift the sign to enable the carriage to pass.

**.2 Ref Minute No: 23 – Promotion Days and Town Clean-Up**

The Chairman explained that it may be possible to have promotion days in Cardiff and Swansea with the help of Edwards Coaches (Portbyhan Hotel – Ms A Lines). The Chairman agreed to liaise with Ms Lines and Mr Burningham.

Councillor Mrs Hannaford stated that Cardiff is a good cross-roads station and asked if Waterloo Station is also a possibility.

The town clean up will be scheduled for early April and it was suggested that the businesses get involved.

- 30. TO RECEIVE A REPORT FROM THE TOURIST INFORMATION MANAGER**  
Mr Camp gave his report as attached Appendix 'A'.
- 31. TO RECEIVE A REPORT FROM SECTA**  
Mrs Coles gave her report as attached Appendix 'B'.  
There was some discussion regarding public conveniences charging with Councillor Mrs Hannaford stating that there is some resistance to this. Councillor Mrs Hannaford also informed the Committee that a "Community Toilet Scheme" in conjunction with St Austell Brewery is almost ready for launch and will involve public houses providing facilities.
- 32. TO RECEIVE A REPORT FROM THE CORNWALL COUNCIL TOURISM PANEL**  
There was no report.
- 33. TO RECEIVE A REPORT FROM THE POLPERRO PROMOTION GROUP**  
Mrs Gill gave her report as attached Appendix 'C'.  
Councillor Mrs Hannaford suggested that Polperro enters the Cornwall in Bloom competition next year and also suggested that the two new groups known as PEG and PURE work with the PPG to apply for the Coastal Communities Fund to encourage cohesive working.  
The Chairman congratulated Mrs Coles on her help in entering Polperro for the National Competition which won Polperro £500, a big thank you.  
Mr Camp reported that recent filming by a German film company will be shown in Europe shortly and this features Polperro, also a programme with Tony Robinson on the SW Coast Path around Polperro will be on prime time TV shortly.  
The Chairman stated that the biggest concern for Polperro is the amount of empty shops and there followed much discussion about the general economy of Polperro and the impact of the car parking charges.
- 34. TO DISCUSS PROMOTION DAYS AND AVAILABLE FUNDING FROM VISIT CORNWALL**  
The Chairman informed the Committee that there is £10,000 left to spend and he went through the Minutes of the last meeting held by Love Looe, see attached Appendix 'D'.  
Councillor Mrs Graham-Jones suggested an advert in the "TNT" rail magazine which targets Australian visitors, Mr Camp was asked to investigate. Councillor Mrs Graham-Jones also offered to research where to advertise in Germany and also made the suggestion that a short history of each fishing boat moored on the quayside be attached to the posts by the mooring as a point of interest for visitors, Councillor Toms agreed to do this himself.  
It was agreed that the Chairman talks to Andy Perrett (Love Looe) to try to arrange discounts in shops, cafe's etc for the Paddington Bear event.

Councillor Miss Bishop asked if Love Looe have talked about businesses staying open late for the Lantern Procession and the arrival of Santa. The Chairman suggested making up a leaflet for distribution to the businesses asking them to stay open.

**35. TO REVIEW THE EVENTS CALENDAR**

The Committee reviewed the events calendar provided by the Tourist Information Centre.

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

It was agreed, as Councillor Mrs Hannaford does not have the time available, that Anne Libby (Tourist Information staff) be asked to help source advertising for this guide. The Chairman will meet with Councillor Mrs Hannaford to collect the information available so far.

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

There were no matters raised.

**The Meeting closed at 8.15pm.**

## LOOE TIC MANAGERS REPORT November 2013

**The season...** As reported at the last meeting in October it's not been a season to shout about financially. Numbers through the doors and sales of books, maps and gifts are on a similar par to last year but bookings over the counter are down. The last two years we have done just under 200 bookings every year bringing in around £45,000 worth of business to the accommodation providers. This year we are down to 164 bookings, equating to £16,653 worth of business. But we know the town was busy with most accommodation providers reporting a good summer, so why were we not? Could it be that more and more people are booking on-line or using the internet to at least find the information?

**The Internet...** As promised at the last meeting. Recent reports show that we have had a 52% increase in visitors to the website this year but with a small decrease in new visitors. The majority of visitors are from the UK (about 91%) but we have seen a big increase in German visitors and Canadians. Mobile and tablet usage is again up. After last year rise of over 600% this year's figure is not quite as staggering but we have still seen an increase of over 160% on last year, which equates to nearly a third of all traffic. With the use of social networking sites like Facebook and Twitter we do have a strong presence on the web but it could be better. I can only spend so much time on updating things and no matter how much I do, we are not in a position where we can afford to 'buy' search engine optimisation so it is still a bit of a lottery who finds us on the internet.

The newly formed Cornwall TIC group have plans to develop a Cornwall portal which will link to our site for those people looking for Looe but to get the best out of this we need to have on-line booking for our accommodation providers.

**Events...** We have been busy collating as much information as we can about events leading up to the New Year festivities. It's all been a bit chaotic; as soon as we publish a list somebody contacts us with another event. We are doing our best! Hopefully I will have a list of the main events for next year available soon...

**TIC Opening....**We have now gone over to the winter unmanned opening, although with me here assisted by Annette and Anne there is always somebody about. Last week, during half term we only averaged about 130 people a day through the door and apart from a few Eden ticket sales we struggled to take over £15 a day.

**Looe Guide 2014..** Early days yet but already had several advertisers confirming for next year and a couple of new advertisers interested. I plan to start work on the editorial as soon as possible.

**Love Looe...** A small group had a meeting with Malcolm Bell last week to look at what can be done for next year. I was unable to attend as I was out of the country. They have decided to concentrate on promotion, especially in the period from January to April. Concerning the TIC they would like to see some changes to the website and work with us on the Looe Guide. (I have the minutes of the meeting if anybody would like them)

**Map Pad 2014...** Although this didn't come off last year I am keen to get it up and running for 2014 and Love Looe have offered to help. I picked up a map guide while out in Spain last week and feel it could be the way to go. Although aimed at young people (those old enough to drink!) it has a quirky feel that I think could work in Looe.

**British Travel Awards...** Hopefully you all know by now that Looe was awarded silver in these awards last Thursday night in London in the Best Coastal Resort section. We must make the most of this, after all it's not every day we get a national award! I have the icons if anybody wants them to use in promotional material. I will be picking up the award at the Cornish Tourism Awards on Thursday night. We have already had the company who produce a destination magazine for the Armed Forces asking to do a two page article on Looe in their next edition. This is all publicity we could not have bought and shows that Looe TIC is working to promote the town not just here to make money by selling maps and Eden tickets.

Mark Camp 5th November 2013

## Town Tourism Committee

### SECTA REPORT 5<sup>th</sup> November 2013

Launch of SECTA iPods on 11<sup>th</sup> October. One of our iPods centred on Polperro and one on the Looe Valley Line. At a time when more and more people are relying on their phones and iPads to get information we hope that this form of communication will prove useful. Thanks to ECLAG for their support.

I have had several meetings with management at Millendreath. The sales of new properties have exceeded expectation, and the site continues to improve.

Polperro have now been presented with the £500 garden gift vouchers. I am sure this will be well spent to enhance the village even more. Although it will be difficult to improve on after this year's wonderful displays

Meeting on 22nd October with Malcolm Bell and TICs. Always interesting facts come out including report from Boscastle. They have started charging 20p for use of toilets and took over £700 in the first week! Food for thought?

Gateway to Cornwall meeting on 4th November, with BOBM, TAVATA and Rame Traders. We seem to be working well together and have several ideas that will take this partnership forward. Whilst not specifically Looe, any promotions that can bring more visitors to this part of Cornwall can only benefit us all.

## Appendix 'C'

### PPG Report of Maz Gill – 5<sup>th</sup> November 2013

I am pleased to make my report on behalf of the PPG after a summer of largely fine weather when many overseas tourists visited our area for the first time.

This summer we had an abundance of people from many European countries, and others from further afield visit Polperro, enchanted by what a quaint historic Cornish fishing village has to offer. We hope that this sets a new trend and many will return again.

Within PPG we are very lucky to have Tanya Aspinall, and she has done very well promoting Polperro through her many contacts within press circles nationwide. Her sterling work has seen us have double page travel articles in the Bournemouth and Dorset Echo, the Lincolnshire Echo and Hull Daily Mail. She has also promoted us in many other periodicals throughout the UK, including a golfing holiday glossy magazine and online with romance and relationship websites.

This year we were able to obtain funding for a Tourist Information pilot scheme. This was in the village hall and ran the 8 weeks from mid July to mid September. Although not having anything to compare it with, It seemed to prove very successful with over 4000 visitors using the facility.

It is not known at this stage whether this was the start of things to come for future years. Obviously, this depends on many factors, the main one being funding.

Whilst Polperro has always had many colourful floral displays, the last two years in particular has shown the benefits of the whole community being involved. The successful `**Polperro in Bloom**` competition attracted even more interest this year, with home owners, businesses and other village organizations fully involved to proudly create a wonderful blaze of colour to be enjoyed and appreciated by locals and visitors alike.

This year the `**Horticultural Trades Association**` through the **Sunday People** held a competition called `**Cultivation Street**` nationally. This was to find a `street` within areas that was beautified by its local community through flora.

The competition organizer David Domoney contacted SECTA Chair Edythe Coles about the Caradon area, and Edythe immediately thought that the displays all the way down The Coombes were worthy of being entered. Off her own back, and unbeknown to anyone else, she photographed the wonderful Coombes displays and sent them to the organizers for perusal.

After they had seen the pictures and read the write up that Edythe attached, **The Coombes** was adjudged the `**South West's Best Street**` in the competition, and received £500 in garden vouchers as a prize.

Success in any competition is good, but in a national competition is truly fantastic. Thanks must go to Edythe for her wonderful support and work in this venture

bringing us such an accolade. The village also received a `Best Village` certificate from SECTA. Altogether a `blooming lovely summer`.

Sadly this year, the popular Polperro Fireworks has had to be cancelled due to adverse weather conditions. It is such a great shame, not only for locals, but for the many visitors that book accommodation and come to Polperro year in year out for this great event.

It is also sad to report that there are still empty business premises in the village.

Probably, like many other villages and towns, Polperro has many groups and organizations, all in the main with different agendas. However, many wanting to promote what we have to offer either individually or as a community.

PPG hope to pull everyone together for the good of the village, so that everyone will promote one another`s interests for the commercial and social good of everyone as a whole.

Finally, the Polperro Festival Committee have organized an `Auction of Promises` on Saturday 30<sup>th</sup> November at 8.30pm at The Royal British Legion, to raise funds for next years festival to be held 14<sup>th</sup> to 22<sup>nd</sup> June. Richard Madeley has offered his help, so he is going to be asked to be the auctioneer.

At this time I have nothing else to report.

*Maz Gill*

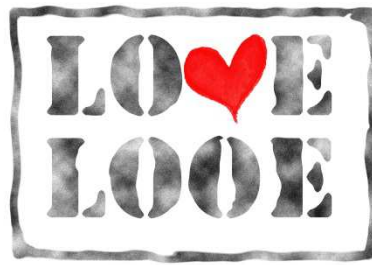
Maz Gill

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**Minutes of Meeting held at The Old Sail Loft Restaurant  
Wednesday 30<sup>th</sup> October 2013**

**Attendees**

Andy Parritt  
Michelle Sadler  
Malcolm Bell  
term?' Longrigg  
Mike Joce  
Richard Burningham  
Edythe Coles  
Jocelyn Braithwaite

**Apologies**

Lyndsey Ellis  
Mark Camp  
Jayne 'wot no water and it's half  
Gill (off on holiday again!) Bridges

**Non-Attendees;** too numerous to mention!!

**FOCUS!**

The group felt that in order to make the most of those who are willing and able to help and, more importantly, as the numbers are limited, to be able to use their/our time more effectively, we need to decide what our focus is and not to get side-tracked. It was agreed that it would be promotion. Promoting the town through the media, through advertorial, press releases, editorial and targeted media trips. Malcolm Bell confirmed that there is still approximately £10K in terms of funding for this activity. We decided to target advertorial through the Metro Newspapers and the on-board train magazine (First Great Western). Richard Burningham to get contacts and pricing. Jocelyn to work with Richard on content (editorial and competition prizes) to ensure DCRP and LL get what they want out of the promotion. It was also felt, after hearing from Malcolm Bell on when people look at actually booking long stay holidays that we ought to be promoting Looe from January through to April. After that we can target the short break stayers.

Jocelyn to create a list of targeted press in the areas Looe already receives visitors, ie. East Midlands, West Midlands, South Wales (Cardiff press) – this can be added to by the LLSG – to target for media trips. Jocelyn to draft email invitation to press.

Joss to email database of accommodation providers, restaurateurs, attractions, etc., to see who will offer rooms/services, etc., for free (or at cost – to be covered by the VC funding) to enable the media trips.

Joss to send email over to Mark Camp for Mark to do same to TICs database. Jocelyn happy to collate the info in readiness for possible trips.

Andy to talk to Mark Camp regarding improvement of the TIC website with regards the Love Looe 'page'. We now need evolve the web presence for visitors and Looe

businesses alike to make the most of the LL initiative. Look at offering competition prizes through the page/site; look at offering discounts, last minute deals, vouchers, etc., for Looe businesses through the page/site. We need IT and design input.

Looe Guide & Map Guide. Andy to talk to Mark. We could look at increasing the distribution numbers (VC funding could help with additional costs) if we could then increase where we get it out to. Railway stations around the south west – and beyond, if we can. The extra funding could also help in terms of our needing less money through advertising in order to create the brochure, although some advertising will still be required – perhaps at a reduced rate? Could we then combine the two and call it Love Looe Guide? Downloadable format from the website??

Richard Burningham reported on a couple of DCRP drives. February half term – they're running a Paddington Bear promotion through Liskeard. Could Looe get involved? How about a treasure hunt for Paddington's battered (that's battered as in old and dented, not deep fried) suitcase – clues could be written on brown paper with marmalade looking smudges all over them. Give the clues to lots of different businesses so families have to go into the shops to get them (participating shops/venues to put a LL poster in the window saying that they're a 'clue giver'). Winner gets ?family bag of goodies? (seeing as we didn't follow through on previous giveaway – and have this one in the bag...oh sorry! Terrible pun!!)

Also, DCRP are running Christmas shopping trains on the 13 and 20 December. They want to do a booklet of vouchers for Looe and Liskeard. Andy, I dropped the booklet into the shop today (Sunday) – can you show that around and see if we can drum up support for same please. Let Richard know. (I'm back in Nottingham from tomorrow, sorry!)

Finally, last but certainly not least, as this is looming! We thought of an inexpensive way of getting a good bit of PR. To coincide with Looe's 'santa comes to town' evening, we could ask ABSOLUTELY EVERYONE who lives and works in Looe to have a Santa, or half a Santa, somewhere on their property.. you know the thing we mean, a pair of red santa bottoms and black boots, with the window down (trapping the outfit) – makes it look like Santa's climbing in through the window; or his head and shoulders on the rooftop or peeking around the side of the house. Gosh, this is difficult to explain on paper, but I'm sure you get my drift. If we all paid for just one santa suit/outfit each, it should only be a couple of quid and it would look amazing if the whole town was littered (steady Paul!) with santas – I'm sure we'd get good PR from it. Andy was to talk to Sarah and Sue to ask about the logistics and costs of getting this number of santa suits. When we know this, we'll be back in touch.

Jocelyn

Sunday 3<sup>rd</sup> November 2013.

Forgive me if I've missed anything and apologies for the above, I tend to be a little casual in my note taking these days!!!