



LOOE TOWN COUNCIL

MINUTES OF THE TOWN TOURISM COMMITTEE MEETING

Held in Tourist Information Centre, The Guildhall, Fore Street, East Looe
On Tuesday 3rd February 2015 at 7.00pm

REPORT TO COUNCIL

PRESENT:

Chairman – Councillor A Toms
Councillor P Crossley
Mr M Camp – Tourist Information Centre Manager
Mrs E Coles – SECTA
Ms A Lines – Portbhyan Hotel/Edwards Coaches

IN ATTENDANCE

Town Clerk – Mrs Anne Frith

		ACTIONS
43.	<u>APOLOGIES</u> Apologies for absence were received from Councillors D Bryan and Mrs E Hannaford and Mrs M Sadler (TASTE). <u>ABSENT</u> Cllr Mrs E Grahame-Jones and Polperro Promotion Group.	
44.	<u>TO RECEIVE DECLARATIONS OF INTEREST</u> There were no declarations made.	
45.	<u>TO RECEIVE QUESTIONS OR STATEMENTS FROM MEMBERS OF THE PUBLIC</u> There were no members of the public present.	
46.	<u>MATTERS ARISING FROM THE MINUTES OF THE MEETING OF 2ND DECEMBER 2014</u> .1 <u>Reference Minute No: 35.2 – Flyer for Coach Monthly</u> Mr Camp is still working on this and will work towards distribution in January/February 2016. .2 <u>Reference Minute No: 36 – Voice Group Presentation</u> The Chairman asked Mr Camp if he would obtain two further quotations based on the brief supplied to the Voice Group.	Mr Camp to obtain quotes?

	<p><u>.3 Ref Min No: 42 – Cycle Racks</u> This matter was referred to the Finance & Works Committee for discussion.</p>	
47.	<p><u>TO RECEIVE A REPORT FROM THE TOURIST INFORMATION CENTRE MANAGER</u> Mr Camp gave his report as attached Appendix 'A'. Ms Lines asked if the businesses had noticed a decline in business due to the lack of coaches at the hotel, Cllr Toms reported that those that are open have and most are not opening until 11am.</p>	
48.	<p><u>TO RECEIVE A REPORT FROM THE SECTA REPRESENTATIVE</u> Mrs Coles gave her report as per attached Appendix 'B'. There was much discussion regarding the effect of new rules about taking children out of school during term time. Ms Lines reported that hotel and coach bookings fall in the school holidays as their clientele are mainly of grandparent age who stay at home to look after grandchildren whilst their parents go to work. The Committee agreed that there does seem to be a new confidence in Looe from the businesses and we need to build on that. Cllr Toms informed that the Harbour Commission are working on a project for an outer harbour which will hopefully help the bathing water quality.</p>	
49.	<p><u>TO RECEIVE A REPORT FROM THE POLPERRO PROMOTION GROUP</u> There was no report given.</p>	
50.	<p><u>TO DISCUSS A TOURISM PROMOTION STRATEGY FOR LOOE</u> This matter was deferred to the next meeting.</p>	
51.	<p><u>MATTERS FOR FURTHER OR URGENT DISCUSSION AS DETERMINED BY THE CHAIRMAN</u> <u>.1 Coca Cola Christmas Truck</u> It was suggested that the town writes in again requesting that the Christmas Truck visit again this year as it had been so successful for the town and Coca Cola. <u>.2 Christmas Lights</u> Cllr Toms reported that the Harbour Commission are looking to extend the Christmas lights down to the pier and along Pennylands. <u>.3 Internet mesh system</u> Cllr Toms reported that he is looking into the possibility of having a mesh system so that activities out at sea can be seen from various locations in the town. The Meeting closed at 8pm.</p>	

Looe TIC Report Feb 2015

As this is the first report of the year, I thought it might be good to quickly look back at what the TIC achieved in 2014.

At the moment it looks as if the TIC is running at a profit, if figures from the Town Clerk are correct. Despite lower numbers through the door, sales were up for the year and with better profit margins we seem to be in the black.

Webstats: www.visit-southeastcornwall.co.uk saw a 35% increase in visits over 2013 figures. We did see a very small decrease in views from the US but this was compensated by a rise in views from Australia of nearly 600%! Mobile and tablet usage continues to grow with an 80% increase over the year, not bad for a website that is not supposed to be mobile friendly.

After our success in the British Travel Awards in 2013, we decided not to enter last year. But this did not mean that we were slacking on the social media side of things. Our Facebook friends now total nearly 1400 and through this medium we gained publicity for the AA Guide complaint and the penguin on Hannafore Beach. Both featuring in the national press after we posted the story on Facebook. All great free publicity for Looe.

We also gained a national award for the Love Looe promotion, working alongside the Devon and Cornwall Rail Partnership.

2015

What will 2015 bring? Early figures are positive with the website seeing a 60% increase over last January's stats and we have a large number of requests for the guide. We need to continue with the good work we are doing and will be attending the Best of Britain and Ireland Trade Show at the NEC in March, and I am, when time allows, still working on a Tour Operators Digital pack.

The TIC is now open six days a week, and although it is not busy, it gives us a chance to get prepared for the season.

The Looe Guide I am hoping to take delivery of this week, the final proof was signed off on Friday. Not as many advertisers this year, but some good new ones on board who hopefully will stay with us.

I have attended in the last couple of months a tourism conference in Plymouth and a Parliamentary Select Committee meeting on tourism in the South West in Exeter. It is interesting to see how tourism is treated over the border, they have the same problems as us, but sadly as hard as I try the Plymouth marketing people don't seem to want to join up with us.

I will also be working with the Looe Academy geography students this week on my annual trip 'back up top school'. We will be looking at what tourism does for the town and this year I am planning to highlight the concerns about bathing water quality to them.

The Events database is taking shape. We have yet to send out an official request for information but there is already a busy year ahead. All of February's events are on our website plus details of all the main events throughout the year.

Here's to a good one. Mark camp, Feb 3rd 2015

DRAFT

REPORT FROM SECTA FEBRUARY 2015

I attended a luncheon and passing out parade at HMS Raleigh on 23rd January, We are still having ongoing talks to try to promote our accommodation providers to relatives visiting to attend these parades. Speaking to one of the officers, it seems that we are up against China Fleet, who with their connection to the services, offer very substantial discounts. We will, however, continue with talks to see if we can go forward on this.

Our AGM on the 28th January was well attended. Malcolm Bell gave a presentation to let us know the position of Visit Cornwall at the moment. He will also be attending our next Gateway to Cornwall meeting in March (date to be announced), by which time more decisions will have been made. We also had a presentation on our new Destination website. A lot of money and time has been spent on this, but from the feedback so far, our members are pleased with it.

On Thursday 5th February I have been invited to attend a meeting with the Minister for Sport and Tourism, at the Lakeview Country Park Bodmin. I am sure it will be a lively meeting. Certainly I have a few questions I hope to put forward on behalf of our members.

After attending the meeting re bathing water quality, there are still concerns. Although a lot has been done, especially work with the farmers, it seems very likely that we will not be up to standard on all the tests, particularly after heavy rainfall. Those concerned seem to be doing all they can.