

## WITHERNSEA TOWN COUNCIL

The minutes of the Tourism and Christmas Lights meeting held on Wednesday 13<sup>th</sup> March at 7pm, in the meeting room, The Meridian Centre, Queen Street, Withernsea.

Present: Chairman Cllr T. Dagnall (TD).

Members: Cllr B. Cloke (BC) Cllr B. Dawson (BD), Cllr C. Hollingworth (CH), H. Cleworth (HC), J. Lount (JL) and L. Norman (LN).

Deputy Clerk Kim Gray (KG). Press:0. Public:0.

Minute	Points raised or agreed	Action By
	<i>Normal fire evacuation procedure applies.</i>	
465	<u>Apologies.</u> Apologies tendered by J Patchett	
466	<u>Declaration of Pecuniary / Non Pecuniary interests (existence and nature) with regard to items on this agenda.</u> None	
467	<u>To consider public participation in light of provisions contained in the Local Authorities (Model Code of Conduct) Order 2007 (SI2007/115G).</u> None present.	
468	<u>Confirmation of the minutes of the Christmas Lights/Tourism meeting held on 15/8/2018.</u> The minutes of the meeting held on 13.02.19 were CONFIRMED, with 1 abstention, as a true record and signed.	KG
469	<u>Tourism.</u> <u>Clerk's report followed by members update.</u> Cllr BC – Bridlington to received 4 new land trains, it has been suggested that the TC consider looking into requesting the old trains. Cllr LH is raising the question with ERYC. The request was forwarded to Lou Adam the Head of Foreshores.	
470	<u>Tourism correspondence.</u> None received	
471	<u>To agree bookings to date and new bookings presented to members</u> Active Withernsea – Showcase event – change of date from 6 <sup>th</sup> May to 5 <sup>th</sup> May was agreed.	
472	<u>To consider arrangements for Dog Show Day.</u> HC continues to progress plans for the day but requested help to move things forward. Some donation and sponsorship is already in place but more is needed. Stewards will be required for the day, judges for the dog show, information and sponsors for a booklet, as well as for prizes/sponsorship for category winners. Active Withernsea may be able to sponsor a couple of categories and TD offered sponsorship. JL suggested using the Timebank for stewards. It was agreed to hold a working party meeting to move the event forward on Monday 25 <sup>th</sup> March at 7pm at the The Meridian, CH, BC, BD, LN, HC. HC will also ask Paw Prints Dog Grooming, Belshedo and Suzie Cappello.	KG
473	<u>To consider Flags for Queen Street.</u> It was agreed in principle with 1 abstention to supply flags and flag poles for Queens Street. Prices for flags and poles to be obtained. JL Suggested asking Big Local to fund as a community asset.	KG

<p>474</p> <p>a.</p> <p>b.</p> <p>c.</p> <p>d.</p> <p>e.</p> <p>f.</p> <p>g.</p> <p>h.</p>	<p><u>Update on forthcoming events:</u></p> <p><u>Carnival</u> Steel band is booked for Valley Gardens following the parade.</p> <p><u>Steam Rally</u> Rolling road closure and use of land applications made. Invitation to the steam engine operatives sent out. Shaun Jackson agreed to help with the marshalling arrangements again this year, but would like to know how many marshals we will have and hold a meeting to discuss arrangements as soon as we have numbers. Cadets, Scouts, Lifestyles and The Hut to be approached to ask for their assistance as volunteers on the day. The arrangements will continue to be rolled out following last year's timeline.</p> <p><u>Water Safety Day</u> RNLI take the lead with this event.</p> <p><u>WithDance</u> Letters of invitation sent to the dance groups. KG still waiting for a response from Bernie Wood.</p> <p><u>Picnic in the Park/Children's Activity Day</u> KG still waiting for a response from Mazani, LN believes he is away at present. More ideas for the day required, suggestions to contact:-</p> <ul style="list-style-type: none"> <li>• Withernsea Primary School for ideas,</li> <li>• invite Andrea Burn as a storyteller,</li> <li>• WRCG for ideas,</li> <li>• The Hut as they may be able to help with face painting,</li> <li>• Kayleigh Grantham about inflatables</li> <li>• Burton Pidsea Primary School as they held an event with army assault course and unusual animals.</li> </ul> <p><u>Country Fair/Wildlife Day</u> More ideas and activities needed for this day. Suggestions to invite stalls/activities from:-</p> <ul style="list-style-type: none"> <li>• Lock Stock in Patrington,</li> <li>• WI as they have anniversary this year,</li> <li>• 1800's fancy dress competition,</li> <li>• Jane's delicatessen,</li> <li>• Tony Cook,</li> <li>• Pockley's,</li> <li>• P&amp;B,</li> <li>• Ripons,</li> <li>• New Holland,</li> <li>• Frank Hill,</li> <li>• Threshermen,</li> <li>• Andrew Wells (singer from Kilnsea),</li> <li>• Andrea Burn,</li> <li>• LN – Music,</li> <li>• Kids fancy dress competition</li> <li>• Graham Connor – animals</li> <li>• Purple Pig.</li> </ul> <p><u>60's – 90's Weekend</u> It was agreed to book the Rockin' Deltones in place of Neon Lights Trio. Phil Richards booked for the 25<sup>th</sup> August.</p> <p><u>Other event ideas</u> No other events need planning at present.</p>	<p>JP</p> <p>KG</p> <p>KG</p> <p>KG</p> <p>KG</p> <p>KG</p> <p>KG</p> <p>KG</p> <p>CH</p> <p>KG</p> <p>KG</p> <p>KG</p> <p>KG</p> <p>KG</p> <p>JL</p> <p>JL</p> <p>JL</p> <p>JL</p> <p>KG</p> <p>TD</p> <p>TD</p> <p>KG</p>
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475	<p><u>Fundraising and promotions</u> At the beginning of the new financial year, the balance on the bank account is estimated to be approximately £1,000 less than last year. There has been a consistent decline in the balance over a few years, despite the precept for tourism being increase by a £1,000 this year. This is also the case for Christmas lights. Fundraising, events that breakeven or make small profit need to be considered or reduce the number/cost of events arranged each year. It was suggested that more sponsorship from local businesses could be sought.</p>	
476	<p><u>Any other Tourism related business to report only and items for a future agenda.</u> a. At the next meeting consider a working party with a strategic role to look at events in advance for next year, especially event that may require more time to plan. b. Cllr CH suggested more involvement with local events such as the recent fishing competition and similar events hosted by Sand le Mere, working more closely with caravan parks to books tourism and extend the reach of the town events by promoting them in a wider radius. Cllr CH to put together a report to consider using Facebook promotional tool and the return that could be expected from paying for this service. c. Cllr CH proposed a meeting with surrounding tourist based business to send tourist based champion from each to a meeting. It was agreed a letter of invitation be sent, with a few suggested dates (Wednesdays in May) for a meeting, to the local tourist based businesses. d. Events leaflet – HC asked to prepare a quote for design and print of leaflets.</p>	<p>KG  CH  KG  KG/HC</p>
477	<p><u>Christmas Lights</u> <u>Clerk’s report and correspondence.</u> Nothing to report.</p>	
478	<p><u>Any other Christmas Lights related business to report only and items for the next agenda.</u> None</p> <p><u>Date of next meeting Wednesday 10<sup>th</sup> April 2019.</u></p>	