



## Council Committee Minutes

### Minutes of the meeting of Langport Town Council's Tourism & Marketing Committee held on Wednesday 3rd July 2019 at 6.00 pm at Langport Town Hall.

<b>Present:</b>	Cllr Saunders	Cllr Macnab	Gordon McKernow (LIC)
	Cllr Glas	Cllr Dromgoole	Liz Nolan (Langport Market)
	Cllr Dunn		

#### **In Attendance:**

Sarah Patten - Administrator. There were no members of the public or press present.

#### **TM2019/01 Election of Chairman of the Tourism and Marketing Committee**

Cllr Saunders Proposed Cllr Dunn. Seconded by Cllr Glas

**RESOLVED** – that Councillor Caroline Dunn be elected Chair of the Tourism & Marketing Committee.

#### **TM2019/02 To receive Apologies for Absence and to approve the reasons given.** (LGA 1972 s85 (1))

There were no representatives from HEPC or LABG. No apologies received  
It was agreed it would be beneficial to invite SSDC to future meetings

**TM2019/03 Declarations of interests** - Members to declare any interests, including Disclosable Pecuniary Interests they may have in agenda items that accord with the requirements of the Town Council's Code of Conduct and to consider any prior requests from members for Dispensations that accord with Localism Act 2011 s33(b-e). *(NB this does not preclude any later declarations).*

There were no declarations of interest.

#### **TM2019/04 To approve and sign as a correct record the minutes of the Tourism and Marketing Committee Meeting held on Tuesday 20 February 2019.** (LGA 1972 sch 12, para 41(1))

**RESOLVED** - that the minutes of the meeting held on Wednesday 20 February 2019 be signed as correct record.

#### **TM2019/05 River Project –**

- i. to give an update on progress on the River Project.

Cllr Saunders – Items have started arriving are being stored in the undercroft.  
Table tennis table, solar lighting and bollards have been installed. 3 monitoring boxes to count footfall will also be installed. The digital marketing board also arrived today albeit not part of the River project

Cllr Glas – The outline design of the walkway has been completed and the next step is to submit it to the Environment Agency for their agreement and hopefully reach a resolution for implementation  
Gordon McKernow – Working with Belinda McGee and local specialist on design on content of Interpretation Boards. All on target

ii. To agree terms for membership of the River Group  
After much discussion it was suggested that the River Group could have a wider membership.

**Resolved** - that members of the committee should put forward ideas to be shared and agreed before next River Group meeting. All decisions at River group meeting to be directed back to full council for resolution.

**TM2019/06 Marketing and Communication** – to discuss how a strategy to market Langport and make connections through social media and to set up a Marketing working group.

**Resolved** – that a task and finish group be set up to revise and update the marketing strategy. The Working group will comprise, Cllr Dromgoole, Cllr Glas, Cllr Dunn, Gordon McKerrow, Liz Nolan

**TM2019/07 Disposing of waste and recycling** – to discuss disposal of waste and recycling after town events. There have been issues over busy weekends with large amounts of rubbish

SSDC are piloting an idea to remove litter bins which has proved successful on Ham Hill. Transition Langport looking at recycling after events. Traders and could be asked to provide bins and remove rubbish. More research required.

**TM2019/08 Accommodation** – to discuss the need for accommodation in the town.

It was agreed that this issue should be included in the updated Marketing Strategy. SSDC has employed a contractor to market the regeneration of The River Parrett Trail and Langport has been designated as a hub destination. It was agreed that part of the marketing delivery plan should include a review of accommodation in the area.

**TM2019/09 Canoe trail** – funding for a canoe trail was not granted under the RDPE Langport River Project.

The Canoe Foundation produce marketing for canoe trails – The cost is £2k and includes design, presence on their website and 1000 leaflets.

A discussion followed on whether funding could be sought from possible funding sources. For example Tesco Bags of Help, LTC and LABG.

**TM2019/10 Black/Huish Bridge car park signage** – to discuss placing temporary signs in the Black/Huish Bridge car park detailing parking restrictions.

It was agreed that a temporary sign would be erected.

### Final comments

- It was agreed that an action log be set up and be made a standing item on future agendas
- Gordon McKerrow reported that the LIC had successfully relocated to the library

Next Meeting Wednesday 11<sup>th</sup> September at 6pm

Meeting Closed...7.45 pm

Signed.....

Dated.....