

WELLS CITY COUNCIL

MINUTES OF THE MEETING OF THE CITY & TOURISM FORUM HELD IN THE COUNCIL CHAMBER, WELLS TOWN HALL, ON THURSDAY 20TH JULY 2017 AT 6.00PM

PRESENT: Cllrs: R MacKenzie; J North (Mayor); D Swain (Chairman),
C Wride (Deputy Mayor)
Mr M Tobin (Vice-Chairman), Swan Hotel / Visit Somerset
Mr D Cooper, Wells Film Centre
Mr A Fawcett, Wells Museum/Visitor Information Service
Ms T Chichester, 'B&B' representative
Ms C Winter, Wells Civic Society
Ms L Mann, Wells Cathedral
Mr R Powell, Wells Chamber of Commerce
Ms R Martin, The Bishop's Palace

IN ATTENDANCE: Town Clerk: F White
Cllr. M Brandon

17/41CT APOLOGIES FOR ABSENCE

Cllrs: J Osman
Mr A Webb, Wells Museum/Visitor Information
Ms S Cooper, Wells Film Centre

17/42CT DECLARATIONS OF INTEREST

Cllrs R MacKenzie and J North each declared a personal and non-prejudicial interest as members, in any matter relating to Mendip District Council.

17/43CT ELECTION OF VICE-CHAIRMAN

Mr M Tobin was proposed, seconded and elected as Vice-Chairman.

17/44CT MINUTES OF THE PREVIOUS MEETING

Minutes of the meeting held on 3RD MAY 2017 were proposed, seconded approved and signed.
Matter Arising: 17/37CTii Mr Powell answered questions clarifying how the 'meet and greet' scheme was intended to work.

17/45CT MEETING OPEN TO THE PUBLIC

None present

17/46CT BRANDING AND IMAGE OF THE CITY

(Item deferred from previous meeting)

Representatives were concerned that there are many different logos in use representing the city. There was then extensive discussion about there being many different websites.

It was felt this could be confusing, especially for visitors seeking information from outside.

It was reported that the Visit by Coach consultant has advised there should be one central website, it is confusing for visitors having so many. The Chairman explained that this is what the City Council has set up.

www.visitwellsomerset.co.uk has all the information that was requested and all the links to other local websites, as advised.

This is separate from the City Council site www.wells.gov.uk for council meeting information agendas, minutes etc. This is a tried and tested format, working well in other places.

www.visitwellssomerset.co.uk was set up in response to the Forum's request, it has been well received and google statistics show consistent increase in users. The Deputy Mayor sought clarification, and it was confirmed, that the independent website holder had originally agreed to take down an old visitor information website once the new one was in place. However, individuals are of course free to operate as they choose.

The City Council provides the website, with officers and staff to administer it. The Council works in partnership with the community; feedback, information, and any comments on the functionality of the website, continue to be welcomed. The importance of search engine optimisation is recognised.

There was acknowledgement that most cities have multiple websites; it is the interlinking that is important; together with SEO.

17/47CT UK CITY OF CULTURE up-date

Unfortunately Mr Webb was not present to give an up-date; he had circulated an e-mail that day but many people had not had time to study it, so the Chairman asked for general feedback. There were some members of the Steering Group present and the following comments were contributed:

- The Bid had generated wide awareness of the City of Wells, national and international
- There would be an opportunity for Ministerial feedback
- The Steering Group will be taking forward some of the ideas
- They always knew Wells was an outsider but there would be benefits just from bidding
- There had already been networking benefits

17/48CT REPORTS

i. Websites

See 17/46CT.

Google statistics were requested for comparison purposes.

ii. Visit by Coach project

The Chamber of Commerce reported the 'meet and greet' system has stalled due to coaches dropping off passengers in Sadler Street, not at the bus station where the scheme was intended to operate.

This was attributed to two factors:

- a. The lack of action to change the drop off point
- b. The poor state of the bus station

After discussion it was agreed to accept two offers for action:

- Cllr North to take responsibility as Ward Councillor to ensure the bus station would be kept in a better state
- Cllr Swain to contact the new Portfolio Holder for Highways, Somerset County Council regarding Sadler Street.

It was clearly agreed that there was no wish to close the Sadler Street bay completely; this is needed for disabled groups and for school trips to the Cathedral and the Bishops Palace. Rather, the intention is to follow the advice of the consultant that drop-off and pick-up should be from the same place and that drivers should be encouraged to use the bus station wherever possible; work is being done with the drivers.

iii. Wells Christmas Market 2017

Representatives expressed enthusiasm for the plans that are developing.

17/49CT 2017 EVENTS

See list attached.

17/50CT ANY OTHER MATTERS OF REPORT

- i. Cllr Wride: Reference a related matter being brought to the Planning Committee regarding traffic using Sadler Street/High Street, rather than the relief road.

- ii. Cllr MacKenzie: Car parking at Palace fields on Saturdays – feedback from those present was that the one-way system is working well.
- iii. Cllr North (The Mayor) sought opinions on the naming of the Town Hall / 'City Hall'. The Chairman suggested people contact the Mayor direct if they wished to comment.

17/51CT DATE OF THE NEXT MEETING 6pm on Thursday 7th September 2017

PUBLIC EVENTS / ROAD CLOSURES SCHEDULED TO TAKE PLACE IN THE CITY OF WELLS 2017

Note: This listing attempts to identify major events likely to cause significant additional traffic or other disruption. Notifications of any other such events will be gratefully received.

2017

Saturday 5 th August	CND Hiroshima event, Cathedral Green
Saturday 6 th August	Firefighting exhibition, Museum/Cathedral Green
Sat-Sun 12 th - 13 th August	Rail Wells exhibition, Town Hall
Thursday 24 th August	Passchendaele commemoration, Cathedral Green
Saturday 26 th August	360° Art (Civic Society), Cathedral Green
Monday 28 th August	Moat Boat Race
Sat 9 th - Sun 10 th September	Heritage Open Days
Sunday 10 th September	Alzheimer's Society Memory Walk
Saturday 16 th September	Classic Motorbikes Rally, Cathedral Green
Sunday 8 th October	Wells Food Festival
October (<i>date tba</i>)	Festival of Literature
Saturday 21 st October	Mendip YMCA 125years Wells Cathedral
Friday 17 th November	Carnival, Wells
Sunday 3 rd December	Reindeer Parade
Wed 20-Sat 23 December	Seasonal Market

2018

<i>April 2018</i>	<i>Wells Film Festival</i>
<i>Saturday 12th May 2018</i>	<i>Somerset Day</i>
<i>Saturday 16th June 2018</i>	<i>Somerset Schools Folk Dance Festival</i>
<i>Tuesday 6th November 2018</i>	<i>WWI commemoration Wells Cathedral (provisional) pm</i>
<i>Sunday 11th November 2018</i>	<i>6am the lone piper, Wells Cathedral</i>
	<i>11am Remembrance Services</i>