

# Hinkley Tourism Action Partnership

## Meeting Notes and Actions

10am, 26 February 2015

Council Chamber, West Somerset Council, Williton

### Attendance

Andrew Cockcroft (EDF Energy)  
 Vicky Banham (Sedgemoor District Council)  
 Bob Smart (Somerset Tourism Association)  
 Robert Downes (West Somerset Council)  
 Lynda Madge (Somerset County Council)  
 Antony Brunt (Exmoor Tourist Association)

### Apologies

Corinne Matthews (West Somerset Council)  
 Dan James (Exmoor National Park Authority)  
 Phill Adams (Sedgemoor District Council)

Agenda Item	Notes	Actions
1. Welcome and minutes from last meeting	RD chaired and took notes.  Minutes all fine with action carried over.	<b>Action carried over for monitoring sub-group:</b>  JC to lead monitoring subgroup in developing a business survey proposal paper for next meeting
2. EDF Update	AC reported that the decision to go to DCO (Development Consent Order) planning stage has now been put back slightly from April to June 2015. Good progress has been made on finalising contracts with major partners and equity plans.  The site has some 500 people on site preparing and managing earthworks, trialling concrete pours, cultivating landscape and streams, and creating the north west bond and jetty work. The three key road work developments are all progressing well and to schedule. Some disruption has occurred to users of Taunton Road/Broadway but issues have now been ironed out. In discussions with local communities signage for the Washford Cross junction have been re-adjusted.  Discussions took place on the Austrian and waste dump issues, which have recently been stories in the press. Both stories are likely to re-appear at different times and are something for HTAP to be aware of in terms of developing PR plans.	AC to look into and organise a site visit for HTAP partners in 2015.
3. HTAP Strategy and Action Plan	The Tourism Strategy and Action Plan have now been signed off by West Somerset Council, and Somerset County Council internal management. Sedgemoor District	RD to circulate final strategy docs when all

	<p>Council Programme Board is set to meet and discuss the documents shortly.</p> <p>A discussion took place around how HTAP should promote the new strategy and action plan. It was felt that there was no need to do a public piece of promotion with press releases and the local media. Promoting the strategy to industry bodies and businesses though should take place, and will be achieved in different ways (e.g. newsletters, meetings, presentations).</p> <p>The four project proposals that were put forward to Full council at West Somerset were discussed briefly, with key actions coming up noted.</p>	<p>changes have come back and with VB promote via networks, websites.</p> <p>VB to develop Communications strategy</p> <p>VB/RD/AC (Impact Planning sub-group) to work together to procure PR agency</p> <p>Gordon Dwyer to provide details of business support activity</p>
<p>4. Managing the plan going forward</p>	<p>RD presented a series of papers to help in managing, reporting and evaluating the strategy and action plan. Key success indicators for each priority will be added to the main action plan. VB provided details of suggested output indicators.</p> <p>A structure was presented based around 6 sub-groups (some of which already exist), each with responsibility for actions and outputs in the plan. Each sub-group would be responsible for about 4-5 actions (28 actions in total). Sub-group leads will be responsible for completing evaluation forms and discussing activity with tourism officers prior to each HTAP meetings.</p> <p>The proposal included 4 quarterly HTAP meetings a year (in 2015 this includes Feb, May, Aug, Nov), with all papers being made ready for partners at least 10-14 days beforehand. Tourism officers will then be able to report back on activity, issues and risks and output progress at each meeting. The six subgroups and leads are:</p> <p>Monitoring – John Carter  TIC’s – Nicki Maclean  Impact Planning (PR, Comms, Watchet Plan) – Vicky Banham  Marketing – Robert Downes  Business &amp; Industry – Gordon Dwyer  COOL – to be confirmed</p> <p>A project plan was presented and discussed. Changes were suggested. AC felt that the one paper missing was an output planner, which identifies progress of key targets and milestones across the year.</p>	<p>RD to make all required changes to documents and share with partners.</p> <p>VB/RD to finalise outputs and develop an output planner.</p>

5. Monitoring Survey	<p>Partners were told about progress in procuring a research agency to deliver visitor surveys over the next two years. Three agencies had attended interviews earlier in the week. An overview of some of the approaches were given. It was not possible to clarify a successful bidder as all three had been asked for further information. A decision is likely within next two weeks, and a draft methodology would be presented to HTAP at the next meeting.</p>	<p>JC to provide updates on progress and set up inception meeting with successful bidder.</p> <p>Draft methodology for surveys in Summer 2015 to be presented at next meeting.</p>
6. Industry support	<p>Discussion took place around the Industry Support proposal, which was one of four projects presented and agreed by West Somerset Council on 18 February as part of the HTAP Strategy and Action Plan documents. Visit Somerset and Exmoor Tourism will share £20k to help in building industry capacity.</p> <p>BS presented proposals for making best use of the £10k by Visit Somerset. This included: Support for developing website, developing group itineraries, working on the destination plan for Visit England, employing a communications specialist to increase brand awareness, dealing with media enquiries and developing familiarisation trips.</p> <p>Partners felt strongly that the funds should help free up time for Visit Somerset to meet all criteria by Visit England for joining the Destination Management Forum. It was suggested that this should be an output from the work. The funding will be managed by West Somerset Council via a service level agreement.</p> <p>Exmoor Tourism are currently making changes to their board and constitution. By the end of March Exmoor will be in a position to discuss their £10k allocation.</p>	<p>RD to liaise with BS on SLA for Visit Somerset.</p>
9. Next Meeting	20 May 2015	LM to organise meeting



The Hinkley Tourism Partnership is working together to maximise opportunities from the development of Hinkley Point C for tourism across Somerset and Exmoor.