



Morecambe Town Council
Morecambe Town Hall,
Marine Road
Morecambe
Lancashire
LA4 5AF

www.morecambe.gov.uk



Members of Morecambe Town Council:

Cllr C Cozler - Chairman

Cllr P Hart - Vice Chairman

Cllr C Ainscough, Cllr J Ainscough, Cllr D Blacow, Cllr D Bottoms, Cllr L Bradbury, Cllr T Clarke, Cllr B Cooper, Cllr F Cooper, Cllr R Dennison, Cllr W Dixon, Cllr K Gee, Cllr J Goodrich, Cllr J Hanson, Cllr C Kent, Cllr D Knight, Cllr G Knight, Cllr J Livermore, Cllr M Pattison, Cllr J Pilling, Cllr J Rogerson, Cllr J Slater, Cllr M Stenneken, Cllr R Walsh, Cllr D Whitaker.

MINUTES - 16 November 2023

Minutes of Morecambe Town Council's Full Council Meeting
held at 7pm on the sixteenth day of November 2023 at
Morecambe Town Hall, Marine Road, Morecambe, LA4 5AF.

Record of Attendance:

Councillors: Cllrs C Cozler (Chairman), J Ainscough, C Ainscough, D Blacow, D Bottoms, L Bradbury, T Clarke, F Cooper, R Dennison, W Dixon, J Goodrich, J Hanson, P Hart, C Kent, D Knight, G Knight, J Livermore, M Pattison, J Pilling, J Slater, M Stenneken, R Walsh, D Whitaker

Officers: Luke Trevaskis (Chief Officer)
Helen Freeborough (Administrative Support Officer)

Press: None

Public: None

Mr Luke Trevaskis, CiLCA, PSLCC.Chief Executive

Minute 2023/24-065 - Apologies

Apologies for non attendance received from Cllrs J Rogerson, B Cooper, K Gee

Minute 2023/24-066 - Declarations of Interest

Cllrs R Dennison, P Hart, M Pattison, M Bottoms, J Livermore, J Ainscough declared an interest as a Councillor of Lancaster City Council.

Cllr J Ainscough declared they were the portfolio holder for Environment Services at Lancaster City Council.

Cllr M Pattison declared an interest as a Councillor of Lancashire County Council.

Cllr C Ainscough declared they are an employee of Lancashire County Council.

Minute 2023/24-067 - Minutes

The minutes of the last full council meeting were approved.

Cllr M Stenneken advised she was present at the last meeting and requested a record of attendance be updated.

Minute 2023/24-068 - Public Participation

None.

Minute 2023/24-069 - Digital Transformation

Damian Woolfe (DW) (Lancaster City Council) joined the meeting and gave a presentation on Digital Transformation Strategy that has been developed by Lancaster City Council.

DW recapped for members that the Visitor Information Centres in Lancaster and Morecambe closed in October 2023. Lancaster City Council is heavily invested in increasing visitor numbers to the district. A grant of £294,000 (awarded by UKSPF) has been received and is being used to develop the digital strategy for tourism in the district.

At its core, the digital strategy is aiming to drive visitors to the district and to make tourism more accessible.

5 key steps are being implemented:

- Development of a new destination website
- Interactive Digital Screens to be placed in strategic locations in Lancaster and Morecambe
- Partnership working across the district
- Marketing campaign to promote the district
- Inward investment.

Website:

There are currently 2 websites (one for Morecambe, one for Lancaster) that contain information for visitors. These are going to be merged into one new district wide website, which should offer ease of use for the visitor, as all information will be held in one place. The information will signpost the

visitor to the various attractions in the district. The unique offerings of both Lancaster and Morecambe will be retained. Website to launch Spring 2024 (exact date TBC).
Domain name – LancasterandMorecambeBay (TBC)

Digital Screens:

A 2-phase strategy has been developed for the roll out of Digital Screens across the district. The digital screens will contain a broad range of information for the visitor including information on attractions, things to do, hotels etc., By offering a full package of information to the visitor, it is hoped that there will be an increase in visitor dwell time in the district.

The first screen (hardware) was received by the team on 14/11/2023, and architecture and content is now being created and built. Once the screens are live, they will contain a CMS (customer management system) that will track what information the visitor is looking for. This data will help build an accurate picture of what information is being accessed and what needs to be developed further.

Printed literature will still be available for those that require this, and will be located close to the screens at each location (indoor screens). On-site promotion at each location will be in place when the screens go-live. The screens fully comply with accessibility.

Phase I: (Indoor) Digital Screens (*touch screens) will be placed in Council owned premises. In this phase the following locations have been selected – The Platform, The Winter Gardens, Williamson Park Café, The Storey Institute, Lancaster Castle, (selected) County Libraries.

Phase II: (Outdoor) Digital Screens – Totem screens. These will be placed in outdoor locations across the district. Locations currently being assessed for suitability include the Promenade, Bus and Railway stations, Park & Ride locations. When assessing the outdoor locations, a number of factors need to be considered including the weather, footfall to the area and potential vandalism. (*The screens are made of very toughened glass which is hard wearing and unlikely to break). If a screen should be vandalised this should be reported in the usual manner.

Partnership working

Lancaster City Council want to work in partnership with different organisations to promote the district and is currently engaging with a number of organisations. There are currently 78 leaflet stands containing information about the district in different locations and it is hoped that this number can be increased. Lancaster City Council would like to expand the level of information for visitors available across the district.

Marketing Campaign

A marketing campaign is currently being developed to support the Digital Transformation work.

Cllr Knight thanked Damian for an informative presentation.

Questions arising:

Q: What steps are in place to mitigate against touch screens providing a potential breeding ground for Covid.

A: Cleaning options for the digital screens are being considered.

Q: Cllr Slater asked for the breakdown of capital investment.

A: 35%. This includes the hardware, software and management of the screens.

Q: What is the total number of staff involved in project?

A: 4

Q: Cllr Dennison asked if there was a management plan in place in the event that the digital screens were not operational by the start of the new tourist season.

A: Yes, there is a contingency plan in place.

Q: Cllr Knight – where will the screens first appear?

A: There will be an even roll out of digital screens across the district.

Comments arising from presentation:

Comment:It was noted that the VICs had closed before the digital screens are in place.

Reply: DW replied that Lancaster City Council had to focus on the staff when closing the VIC's, but reiterated that tourism in the district is still supported through various existing channels

Comment: Cllr Cozler commented that some of the screens are being placed in buildings that the public can't access – for example: the Winter Gardens (which only opens on limited days each year)

Reply: Lancaster City Council is working with retailers close to The Winter Gardens to establish if one could host the digital screen when Winter Gardens closed to public

Comment: A disproportionate placement of screens are placed in Lancaster

Reply: Lancaster is using council owned sites in Lancaster but is actively looking at more options in Morecambe.

Comment: Cllr Ainscough that the screens in Morecambe are focussed on Morecambe Central and exclude other areas of the town such as the West End and Bare.

Reply: The information on the digital screens will signpost to various areas around the town and to not just provide information on the area where they are located.

Comment: The Platform Box office may close

Reply: Lancaster City Council will encourage the new venue operator to retain the Box office in person function if possible.

Minute 2023/24-070 – NALC Elections

Chief Officer gave Members an overview of the NALC elections and the positive benefits for the Council of involvement. It was agreed that more representation of Northern Councils was needed.

Members agreed that the nominations for Councillor seats in forthcoming NALC elections should be in the following order:

- Cllr Peter Astell, Beverley Town Council
- Cllr Peter Quinn, Shildon Town Council
- Cllr Mike Drew, Yate Town Council
- Cllr Sophia Vaughan-Hodkinson, Stirchley and Brookside Parish Council
- Cllr Rufus Lunn, Faringdon Town Council
- Cllr Kellie Hinton, Henley Town Council
- Cllr Isabella Roberts, Horden Parish Council

Members agreed that nominations for Clerk seats in the forthcoming NALC elections should be in the following order:

- Mr Luke Trevaskis, Morecambe Town Council
- Mrs Shar Roselman, Newport Pagnell Town Council
- Mr Carl Hearn, Tavistock Town Council
- Mr Steve McNay, Woughton Community Council
- Mr Mark Smith, Chippenham Town Council

Minute 2023/24 - 071 - Finance

The Council considered the quote of £7,360.00+VAT, and resolved to approve William Daw Road surfacing to undertake the work agreed with Lancaster City Council at Morecambe Skatepark.

Elections: Members agreed to a re-charge payment of £11,355.92 to be made to Lancaster City Council for the 2023 elections.