

Minehead Development Trust/Minehead Information Centre Report to Area Panel – 5 Dec 2018

There have been no significant changes to Minehead Development Trust (MDT) since the last report in September 2018. MDT continues to support works now being undertaken by the Minehead Coastal Communities Team (MCCT) initiatives on the Esplanade and elsewhere along the seafront. MDT continues in its role as the accountable body for Minehead Information Centre (MIC) which has worked well during the main holiday season and now prepares the end of year (September 30th) accounts. MDT is in a new Service Level Agreement with West Somerset Council for the 2018/19 season. Main additions will be to develop our collaborative working with Exmoor National Park, tourist centres in Watchet, Porlock and neighbouring areas in North Devon and the North Somerset coast. This is intended to encourage wider appeal throughout the UK and beyond. We have been selling specific products to reflect the Minehead Bay brand. Our annual accommodation provider's meeting took place on September 25th in the Beach Hotel when this year's visitor numbers and service delivery plans for 2019 were proposed, discussed and accepted.

Minehead Destination Website - www.mineheadbay.co.uk

Getting relevant visitor statistics is always vital to monitor our important tourist business and is a continuing focus. We always need more locally produced photos free of any copyright and local events information in good time.

Tourism Newsletter

This important monthly information source to our providers and businesses is an ongoing part of our agreement and will be supplemented by a greater focus on dynamic Social Media platforms.

Information Centre Manager and Volunteers

We are in the process of recruiting a Centre Manager and volunteers for next season. Advertisements have been placed in all the usual media outlets.

Opening Hours

Currently on Winter opening hours since 5 November

Minehead Information Centre

The Beach Hotel

The Avenue

Minehead TA24 5AP

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Ray Tew, MDT Chair – November 2018

