

Minehead Coastal Communities Team (MCCT) Update for the Minehead Area Panel Meeting 13 March 2019

Enterprising Minehead & Enterprising Esplanade projects

Artisan Markets – Six markets held in 2018 with estimated footfall of 500 at each. Markets will extend to nine throughout 2019.

Guided Walk Ambassador Scheme – 10 walks took place in 2018 between March–Sept with 67 attendees that exceeded the Minehead Information Centre expectations. More planned for 2019 via the Minehead Information Centre – details on www.mineheadbay.co.uk

Minehead Bay website – Minehead TIC has received positive feedback from the industry regarding the new destination website www.mineheadbay.co.uk since the launch June 2018

Minehead Maritime Trail & Gallery - The visitor centre has received many favourable comments on the gallery in particular and relayed that 'Visitors and residents alike have commented on finding it interesting comparing the Town to 'then' and 'now'. Minehead Museum reported that it brought more people into the Museum to find out more about Minehead. The centre also received comments from visitors about the Maritime Mile trail providing information about Minehead's heritage and how children like to follow the sea shells along the promenade.'

Full press release on anecdotal stories can be found on Minehead CCT website <https://mineheadcct.co.uk/tag/minehead-cct/>

Minehead Bay Branded Merchandise – branded merchandise can be purchased in the TIC. On sale there are T-Shirts, Mugs, Pens, Keyrings, Hessian Shopping Bags, Fridge Magnets and Car Stickers.

Eastern Esplanade Development – The development includes some landscaping, play areas, enhanced seating, planting and enhanced lighting starting in the spring subject to the tender process.

Support for events - Minehead Events Group ran a successful Summer Festival last August that included 'Thundercats' ribbed boat racing. This was the last event for Minehead Events Group, ongoing events for the Town will be co-ordinated by the BID.

Edwardian Shelters – Six Edwardian Shelters refurbished.

West Coast 360 – Centre of Excellence in Hospitality & Leisure

Summary of Activity

The partners which form the working group for West Coast 360 have had a busy 12 months. The beginning of the year saw the development of a programme to get young people inspired in the kitchen - The West Somerset Junior – Bake-Off. Six schools in West Somerset got involved with over 1100 children taking part in activities.

In February, West Coast 360 sponsored the Eat Exmoor Food and Drink Trade show which helped encourage links between local producers and the hospitality industry.

The West Coast 360 website www.westcoast360.co.uk went live in July. This has enabled all future activity such as training opportunities, masterclasses and events to be listed and promoted via the calendar.

Later on in the year the West Somerset Ambassador Programme was launched. This is an online programme aimed at helping anyone working in a customer facing role to brush up on their skills and knowledge. This enables local shop-keepers, hotelier or taxi drivers to act as an ‘ambassador’ for the area, passing on knowledge and tips to visiting guests to help them to make more of their stay. The programme is available on the website.

More recently, local employees and apprentices have taken part in ‘Welcome Host Gold’ customer service training, land based activity and outdoor emergency health and safety training to broaden their skills base.

The end of the year saw the first Masterclass in Chocolate making. More sessions will be available in the new year.

Some of the activity already planned for 2019 includes:

- ‘Welcome Host Gold’ Customer Service Training on 6 February
- The ‘Recruitment Minehead’ jobs and careers fair on 7th March
- Commencement of a Hospitality & Leisure ‘Talent Academy’ – taking a cohort of school children on two year programme which includes eight experience days based within different local employers.

All opportunities and activities are listed on the calendar at www.westcoast360.co.uk