

PETERLEE TOWN COUNCIL

MINUTES OF A MEETING OF THE PETERLEE INFORMATION
CENTRE COMMITTEE

HELD IN THE COUNCIL CHAMBER, SHOTTON HALL,
PETERLEE

ON MONDAY 12th OCTOBER 2009

PRESENT: COUN. C AUSTIN (CHAIR)

Mesdames: J I Measor, L Wood
& S McDonnell

Messrs: W M Jeffrey, J Hardy,
D Milsom, R Huitson, C J Metcalfe,
C Robbins, H Bennett MBE, R Kyle,
R Curtis, J Alvey, R Jones, G Cowie
& E W Hall

**MEMBERS WERE REMINDED OF THE NEED TO
DISCLOSE ANY INTEREST PREJUDICIAL OR
PERSONAL IN ACCORDANCE WITH THE CODE OF
CONDUCT.**

19. APOLOGIES FOR ABSENCE

Apologies for absence were submitted by Councillor Mrs J Black.

**RECOMMENDED that these apologies not be accepted, as no
reason was given for absence.**

20. THE MINUTES OF THE LAST MEETING, a copy of which had
been circulated to each Member, were approved.

21. THE MANAGER'S PROGRESS REPORT, a copy of which had
been circulated to each Member, was considered under the
following headings:-

a) NORTH EAST MYSTERY SHOPPER RESULTS/NORTH EAST ENGLAND TOURISM AWARDS

The Information Centre's results in the 2009 Mystery Shopper exercise were fantastic. As Members were aware, there were many aspects of the mystery shopper exercise which went into reaching the final scores, but to summarise, the overall percentages awarded for each category, had been circulated to Members.

Placings and scores for the other 36 TICs in the North East were not yet available, however, she reported that Peterlee's high scores had earned us a place in the finals of the North East England Tourism Awards 2009. This meant that at the very least, the Centre would be placed third in the region and hopefully first. All would be revealed at an Awards Ceremony to be held on Thursday 15th October in Newcastle. The Organiser was hopeful of a Gold Award, which would automatically take Peterlee through to the England for Excellence National Awards 2010.

The Chairman and Members conveyed their congratulations and good luck to the Organiser and the Staff.

RECOMMENDED that the information given, be noted.

FURTHER RECOMMENDED that the Organiser follow up on shop front displays from the archived material, and that the Town Clerk make enquiries with People Past and Present with the County Council.

b) SIGNPOSTING – ROAD SIGNAGE

After the lengthy process of reaching completion of the replacement of road signage, the Organiser reported that this seemed to have been completed to satisfaction. She had noticed that the Centre could benefit from a couple of additional signs after directions to the McDonalds roundabout to direct people to either/both Asda car park (upper and lower levels) and Wilkinson's car park. The Organiser confirmed that she would attend to this as soon as possible.

RECOMMENDED that the Organiser liaise with the Town Centre Manager on this issue.

c) ABOUT TOWN – SEPTEMBER 2009

This edition had been distributed to all households within the Town.

RECOMMENDED that the information given, be noted.

d) TOWN GUIDE

Further to previous information given on this subject, the Organiser had spoken further to Plus Publishing Services who had been happy to provide a total of 10,000 copies free of charge providing the Town Council make arrangements to distribute these to homes in Peterlee. Amaro Distribution, who currently distributed the 'About Town' publication, would be able to assist at a cost of £35 per 1,000 copies. The guides would be distributed alongside other publications being distributed to homes in Peterlee. Depending upon time scales possibly at the same time as one of our 'About Town' issues.

RECOMMENDED that the information given, be noted.

e) JANKA REINERS – NORDENHAM

Members may recall a request from a young lady from our twin town for a work experience placement in the Information Centre for 4 weeks in November. We had agreed to her request and sought her suitable accommodation; however, she was now unable to visit, as she has since accepted an offer of a place at University. I have informed the host family and asked Janka to make direct contact with them.

RECOMMENDED that the information given, be noted.

f) OFFICE SPACE

As from week commencing 5th October, 2009, Gateshead Primary Care Trust would be making use of the small office for three days per week. Discussions were on going with Acumen and East Durham Business Services with regard to the future of their presence in the other office and whether any financial contribution could be made towards operational costs. The Organiser would keep Members updated with information.

RECOMMENDED that the information given, be noted.

22. STATISTICS, INCOME & COMMISSION

A copy of the above reports had been circulated to Members for their information.

Members made reference to the reduction in sales at the Centre.

RECOMMENDED that:-

- a) **the Organiser liaises with other TIC's in the region to ascertain their current sales figures.**
- b) **in future this financial report be printed in a larger size, and, if need be, continued on another page**