

Meeting Summary: Minehead Destination Marketing – MCDT Update

Date of Meeting: 13/11/2025

Platform: Microsoft Teams

Attendees: Ray Tew (MCDT), Zara Aitken (MCDT), Ben Parker (MTC)

Subject: Strategic Vision and Collaborative Development of Destination Marketing in Minehead

1. Strategic Vision for Information Services

MCDT is actively developing a strategic vision for the delivery and development of information services in Minehead. A collaborative approach is central to this vision, aiming to enhance both digital and sustainable in person visitor experiences.

2. Staffing and Operational Improvements

- MCDT has recruited an administrative support staff member working four days per week.
- This has enabled:
 - A review and tidy-up of the *Visit Minehead* website.
 - Time to formulate a plan for the next phase of work and strategic direction.
- The new staff member brings a marketing background, which has been beneficial in shaping the direction of promotional efforts.

3. Website Updates

- Significant outdated content has been removed, including:
 - Old business listings
 - Obsolete blog posts
- The website is now better positioned to support future marketing and visitor engagement efforts.
- MCDT will also soon begin to reestablish a consistent and active social media presence, aiming to better connect with audiences, promote local events and businesses, and enhance the town's visibility online.

4. Visit Minehead Guide

- MCDT is considering updating the *Visit Minehead Guide* in partnership with Somerset Tourism.
- Estimated cost: £800, with potential for reduction through refinements.
- Proposed changes:
 - Make the guide more generic to reduce the need for annual updates and reprints.

5. Enhancing Visitor Experience

- MCDT aims to modernise and improve the visitor experience in Minehead.
- Proposal to establish a Steering Group before Christmas, with the first meeting planned for early January.

Key Partners Identified:

- Minehead Town Council (MTC)
- Butlins
- Minehead Business Association
- Regal Theatre
- Somerset Councillors

Objectives of the Steering Group:

- Develop a practical and modernised tourism framework.
- Maintain a Minehead-focused approach while building strategic regional links (e.g., King Charles III Coast Path).
- Ensure collaborative delivery across platforms to improve Minehead's visibility as a destination.

6. Councillor Representation

- MCDT requests two councillor representatives to join the Steering Group to ensure alignment and support from local governance.

7. Volunteer Banking Initiative

- Discussion included exploring a potential volunteer 'time banking' initiative in collaboration with the West Somerset Time Bank project currently under consideration. Similar schemes have demonstrated success in other areas.
- This initiative could:
 - Recognise and reward volunteers.
 - Support the in-person delivery of destination services.
 - Strengthen community engagement in tourism efforts.

Next Steps

- Confirm councillor representatives for the Steering Group.
- Support MCDT in establishing the group before Christmas.
- Prepare for the initial meeting in January.