

Scrutiny Briefing Note

The Tourism and Visitor Economy Scrutiny Panel have asked to monitor progress on the following issues. This briefing contains the latest position as of 17 September 2020.

Subject: Update of progress and priorities for the Resort Manager

Short term

1. Response to COVID
 - a. Supporting internal departments and local business in delivering a COVID secure environment for visitors to the resort. Completing risk assessments to inform partners (i.e. Engie) helping to assess what mitigating actions are required. Maximising resources within the resort team delivering operational responses to varied incidents, responding to questions and concerns that arise as a result.
 - b. Maintaining service delivery and staff safety. Modifying operational delivery, balancing keeping staff safe whilst maintaining public confidence (i.e. no minor first aid provision). Ensure staff are suitably trained, mentor new starters.
2. Maximising safety for visitors, business, and staff
 - a. Routine patrols, tide patrols, providing visible presence in the resort.
 - b. Responding to issues as they arise and proactively monitoring the area (i.e. saltmarsh) – mud traps.
 - c. Assist police (i.e. BLM march – missing persons etc).
 - d. Ensuring internal risk assessments are relevant and up to date. Ensure Health and Safety updates are provided to staff and compliance with same
 - e. Assisting with rescues and aiding statutory responders – e.g. first aid incidents of significance, respiratory arrest of 74-year-old male in August). Debriefing same to learn the lessons implementing improvements where applicable
3. Implementation of slipway scheme with new regs -
 - a. In response to anti-social behaviour on the water, a new approach was required, by adapting the current system until the longer-term project can be implemented.
4. Tourist Information
 - a. Looked additional ways to encourage flexible working to maximise community engagement.
 - b. Delivering brochures, COVID material, and updating webpages and information for Regeneration Partners
5. Local Businesses
 - a. Being the focal point within the resort responding where appropriate and providing feedback in a timely manner to build the confidence of service users
6. Working with the COVID team
 - a. Advise and support to the COVID Support Supervisors and the Assistants
7. Supporting road closures and highways
 - a. Liaised with Councillors, internal colleagues as well as businesses within the Resort



8. Managing the Resort team
 - a. Recognising good work, mentoring, standard setting and providing clear lines of responsibility and accountability
 - b. Day to day management of the beach – litter picking/groyne management/saltmarsh/disposal of dead animals. Ongoing liaison with the Grounds Maintenance manager to ensure timely reaction to incidents that require action
 - c. Challenging performance where required, completing investigations in relation to H&S incidents/disciplinary.
9. Maximising resource use
 - a. Planning (staffing matrix) and reducing overtime costs.
 - b. Ensuring equipment required is available, maintained, and suitable for the task

Long Term

1. Improve the space and assist the Council to take advantage of available regeneration funding to enhance public realm and preserve scenic landmarks:
 - a. Resort Team to provide assistance by highlighting areas of need,
 - b. Work closely with community groups and support activities, exploring opportunities to access grant funding
 - c. Working with Grounds Maintenance manager/Engie and other partners to improve the aesthetic appeal of the resort – i.e. Street furniture, line markings
 - d. Signage review, ensuring that visitors are provided up to date and useful information whilst ensuring tall signage reflects the identity and personality of the resort
2. Develop and promote the resort as an outdoor event venue
 - a. Working closely with the event management team including ESAG, Organisers
 - b. Encourage beach, water activities and sporting events for the benefit of people's health and wellbeing
 - c. Working alongside agencies and community groups to reduce antisocial behaviour whilst enjoying the open spaces
 - d. Use of internships or work experience to promote summer games and use of outdoor spaces
3. Provide a more cohesive tourism offer by communication, co-ordination and collaboration between providers:
 - a. Benchmark with other resorts for best practices and opportunities
 - b. Ensure that the Portfolio Holder, Cabinet Members and the associated Ward Councillors are kept informed of progression



- c. Maximise use of resources within the Tourist Information and Beach Safety into one team known as Resort Team utilising their skills, experience and knowledge to enhance visitors experience
 - d. Working collaboratively with other agencies i.e. TeamNEL, Businesses, Coach and Rail companies, Coastguard, RNLi, Harbour Master and Regeneration Partners
 - e. Create and maintain working relationships with Natural England, Environment Agency, and volunteer groups
 - f. Improve partnership work with accommodation, leisure, and tour providers to provide joined up services that would attract visitors to the resort (e.g. packages)
4. Develop a conservation strategy
- a. Working alongside the Ecology team for an enhanced eco-tourism offer making the most of the unique nature of the area.
 - b. Support the review of the Cleethorpes Habitat Plan and Open Space Strategy
5. Adapt the resort to the modern world
- a. Increase social media presence, making services more accessible to the public and reporting good news stories and education
 - b. Slipway scheme, by significantly adapting the current to increase footfall and facilities and increased revenue
 - c. Increase identity and public awareness of the Resort team
 - d. New building which would enhance the visitor experience, including digital screens and joined up services between Tourist Information and Beach Safety into a Resort Management Team
 - e. Improve CCTV capabilities as part of the corporate project

Contact Officer: Lisa Logan, Strategic Lead Environment

If you require any further information please contact the named officer or alternatively,

Name: Laura Cowie

Scrutiny and Committee Advisor

Tel: 324139

If you would like to find out more about scrutiny you can contact us:

by email democracy@nelincs.gov.uk

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or by post NELC Scrutiny Team,

Municipal Offices,



Town Hall Square,
GRIMSBY
DN31 1HU.

