



To be submitted to the Council at its meeting on 16th December 2021

TOURISM AND VISITOR ECONOMY SCRUTINY PANEL

23rd September 2021 at 10.00 a.m.

Present:

Councillor Brookes (in the Chair)
Councillors Callison, Hasthorpe (substitute for Freeston), Hogan, Mickleburgh,
Parkinson, Reynolds and Silvester (substitute for Robinson)

Officers in attendance:

- Sharon Wroot (Executive Director Environment, Economy and Resources)
- Joanne Robinson (Assistant Director of Policy, Strategy and Resources)
- Laura Cowie (Scrutiny and Committee Advisor)
- Helen Thompson (Investment Team Leader)
- James Trowsdale (Strategic Lead for Culture)
- Guy Lonsdale (Finance Group Manager)

Also in attendance:

- Councillor Callum Procter (Portfolio Holder for Economic Development, Housing and Tourism)

There was also one member of the press in attendance.

SPTVE.16 APOLOGIES FOR ABSENCE

Apologies for absence were received from Councillors Freeston and Robinson from this meeting.

SPTVE.17 DECLARATIONS OF INTEREST

There were no declarations of interest received in respect of any item on the agenda for this meeting.

SPTVE.18 MINUTES

The minutes of the Tourism and Visitor Economy Scrutiny Panel meeting held on 27th July 2021 were agreed as a correct record.

SPTVE.19 COUNCIL PLAN

The panel received the Council Plan as referred by Cabinet on 8th September 2021, seeking engagement and feedback prior to Full Council adoption.

Mrs Robinson and Mrs Wroot explained to the panel that the purpose of the Council Plan was to capture our priorities and how we would measure performance of these priorities via performance reports which would come forward on a quarterly basis to Cabinet and all scrutiny panels.

A member of the panel noted the Bus Improvement Plan on page 57 of the agenda, and sought reassurance that the return of a bus station was being considered. Mrs Wroot replied that officers were exploring all options as part of this project. The member commented that he was pleased more real time information was also being considered and looked forward to hearing more about the bus station as the project progressed.

The Chair thanked officers for their attendance and a very well written draft Council Plan and noted that he felt it was one of the best he had seen; he was pleased the plan covered the Borough as a whole including, Grimsby, Cleethorpes and Immingham. The Chair was looking forward to seeing the plan being delivered.

RESOLVED – That the briefing note and draft council plan be noted.

SPTVE.20 QUESTION TIME

There were no questions from members of the public for this meeting.

SPTVE.21 FORWARD PLAN

The panel received the current Forward Plan and members were asked to identify any items for examination by this Panel via the pre-decision call-in procedure.

Miss Cowie advised the Panel that the only item listed within the panels remit was the Playing Pitch Strategy. This was due for Cabinet consideration on the 6th October, however had now been slipped. Miss Cowie informed the panel that this item would come to a future meeting of this panel prior to Cabinet.

RESOLVED – That the Forward Plan be noted.

SPTVE.22 TRACKING THE RECOMMENDATIONS OF SCRUTINY

The panel received a report from the Statutory Scrutiny Officer (Assistant Chief Executive) tracking the recommendations of the Tourism and Visitor Economy Scrutiny Panel.

A panel member again raised their concerns over the use of the word 'Aire' as he felt that what was required was more of a 'site'. A further concern from the panel was regarding the length of time this was taking, it was originally added to the panels tracking on 3rd December 2020. The location of the 'Aire' was also discussed, as members had concerns of losing valuable parking spaces for tourists at one of our most seasonal popular car parks. Miss Cowie reminded the panel that an update from officers was due at the next panel meeting in November, and the Portfolio Holder for Finance, Resources and Assets would also be invited.

RESOLVED – That the tracking report be noted, and those actions marked as complete be removed.

SPTVE.23 QUARTER ONE FINANCE MONITORING REPORT

The panel received a report that provided key information and analysis of the Council's position and performance against its Finance Commissioning Plan for the first quarter of 2021/22, as referred by Cabinet on 11th August 2021.

A member referred to the funding used recently to develop St James Square and noted that the work accomplished was impressive however the clock on the Minister still wasn't working which was disappointing from a heritage perspective. Councillor Procter, Portfolio Holder for Economic Development, Housing and Tourism agreed to pick this up with officers, and Mr Trowsdale explained that this would be an expensive task due to the height of the clock tower, the scaffolding required for example, however noted that they were also keen to progress this.

RESOLVED – That the report be noted.

SPTVE.24 HERITAGE ACTION ZONE INCLUDING HISTORIC VESSELS

The panel received a briefing note containing the latest position on the Greater Grimsby Heritage Action Zone and Historic Vessels.

In response to a question from the panel regarding the possibility of the Ross Tiger being dry docked, Mrs Thompson confirmed that this was still a possibility as an option, however it would be at the very high end of the funding spectrum..

The Chair acknowledged the tremendous work and good news stories detailed with the report, which residents and visitors would benefit from.

The panel requested that a special tribute to be paid to Roy Roberts who had sadly passed away earlier in the month, Roy had written a book on the 'Trawlers of Humberside' capturing the essence of fishing in Grimsby during the peak years. A panel member felt it was important that the history of our town and heritage be captured in books and was grateful for Roy's contribution.

RESOLVED – That the briefing note be noted.

SPTVE.25 CREATIVITY STRATEGY UPDATE

The panel received a briefing note from the Strategic Lead for Culture providing an update on the development of a Creativity Strategy.

Mr Trowsdale confirmed that consultants Beam, had been appointed to develop the new Strategy for Creativity for NEL which would highlight how creativity played a vital role in North East Lincolnshire's economic, social and environmental prosperity. Mr Trowsdale confirmed that the draft strategy would come back to this panel, hopefully in January 2022 as part of the public consultation, prior to a Cabinet decision in February.

Members were pleased with the update and looked forward to seeing the draft strategy later in the year.

RESOLVED – That the update be noted.

SPTVE.26 HERITAGE STARTER FUND

The panel received a briefing paper setting out details of the Heritage Starter Fund with the support of National Lottery Heritage Fund to develop a range of new heritage projects.

Members welcomed the good news of this funding being available to help uncover some of the lesser known sides of our heritage and the creative ways in which this may happen. The panel noted that there was already a list of projects which may come forward, and wished to encourage small groups to come forward and apply for the funding. Certain criteria would need to be met, and Mr Trowsdale highlighted the applications would be considered monthly from 29th September 2021 to 28th September 2022.

The Chair asked that Mr Trowsdale feedback to the panel as the end of the project on the progress and wonderful things achieved from the Starter Heritage Fund.

RESOLVED –

1. That the briefing paper be noted.

2. That a report on the results of the Heritage Starter Fund be brought to a future meeting of this panel, following the deadline for applications in September 2022.

SPTVE.27 RESORT SIGNAGE REVIEW

The panel received a briefing paper providing an update on the Signage Review for the Resort.

Mrs Thompson informed members that a signage mapping exercise had been undertaken, however it was felt that in order to maximise the opportunity to refresh signage across the resort and ensure a holistic approach, the next step was for all the information to be reviewed as part of the Cleethorpes' Masterplan commission. A tendering exercise for a specialist consultant to support the development and delivery of a Cleethorpes Masterplan was being undertaken. Just one of the tasks for the consultants would be to review the heritage and future infrastructure needs of the resort including any advice regarding a cohesive approach to signage and best practice ideas.

Mrs Thompson went on to advise that in terms of the process for developing the Masterplan, it was anticipated that there would be a full consultation later in the year, which would include member engagement. It was anticipated that the final Masterplan would be completed by early 2022 and it would then be fully reviewed by a joint scrutiny panel workshop prior to Cabinet in March 2022.

In response to a question regarding the cost of the consultants, Mrs Thompson explained that the tender for the Masterplan had gone out for £100k but reminded members that the signage was just one element of the Masterplan which would also cover future development opportunities over the next ten years, connectivity across the town and resort, and a whole range of other projects.

A panel member requested that as part of the signage review a proper sign be considered for the Pier. The panel also went on to suggest that the signs be proofread very carefully before they are made to ensure they are clear and understandable. Assumptions can often be made, and it would be costly to make errors.

RESOLVED – That the briefing paper and update be noted.

SPTVE.28 TOURISM DASHBOARD 2020

The panel received a briefing paper presenting some of the key economic statistics and data for tourism across the borough, as taken from the Scarborough Tourism Economic Activity Monitor (STEAM).

The panel welcomed the detailed update and that despite a significant impact on the tourism and hospitality sector during the traditional summer

season, were pleased that footfall was increasing again and believed that the trend data was showing improvements for tourism within the borough.

A member asked if any consideration had been given to advertising our wonderful borough at places such as the Lincolnshire Show. In response Mrs Thompson informed members that a working group had been established previously with Lincolnshire partners to coordinate displays at the Lincolnshire Show and reassured members that this would be considered again for next year's show.

RESOLVED – That the briefing paper and update be noted.

SPTVE.29 QUESTIONS TO PORTFOLIO HOLDER

There were no questions for the portfolio holder at this meeting.

SPTVE.30 CALLING IN OF DECISIONS

There were no formal requests from members of this panel to call-in decisions taken at recent meetings of Cabinet.

There being no further business, the Chair declared the meeting closed at 11.10 a.m.