



To be submitted to the Council at its meeting on 17<sup>th</sup> March 2022

## **TOURISM AND VISITOR ECONOMY SCRUTINY PANEL**

**27<sup>th</sup> January 2022 at 10.00 a.m.**

### **Present:**

Councillor Brookes (in the Chair)  
Councillors Cairns (substitute for Robinson) Callison, Freeston, Mickleburgh,  
Parkinson and Reynolds.

### **Officers in attendance:**

- Louise Bowen (Collections Officer)
- Stella Jackson (Heritage Action Zone Project Manager)
- Eve Richardson-Smith (Legal Team Manager and Deputy Monitoring Officer)
- Sarah Smith (Programme Manager)
- Helen Thompson (Strategic Lead for Tourism)
- James Trowsdale (Strategic Lead for Culture)
- Adrian Wilkinson (Lincs Inspire - Archivist)
- Zoe Campbell (Scrutiny and Committee Advisor)

Also in attendance:

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

There were no members of the press or public in attendance.

### **SPTVE.48 APOLOGIES FOR ABSENCE**

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

### **SPTVE.49 DECLARATIONS OF INTEREST**

Councillor Proctor declared a personal interest in item SPTVE.51 due to be employed by a business on Sea Road, Cleethorpes.

## **SPTVE.50 MINUTES**

The minutes of the Tourism and Visitor Economy Scrutiny Panel meeting held on 18th November 2021 were agreed as a correct record.

## **SPTVE.51 QUESTION TIME**

There were three questions received from Mr Wright for this meeting which were read out by Mrs Campbell as follows:

- 1) Is there an alternative plan for the former Waves pub site on the seafront if no developer comes forward with a suitable proposal?*
- 2) How long is the council prepared to wait before it decides to take a development initiative of its own?*
- 3) The hoardings around the site have an adverse visual impact on the setting of the pier. On what date was planning permission granted for them to be installed?*

In response to Mr Wright's question first and second question, Mrs Thompson explained that, in December 2019, Cabinet agreed that additional proposed council funding for the Sea Road new build, to develop a more impactful building, would be subject to the approval of a revised business case and market evidence to support its viability. Good progress was made with the demolition of the former building, the approval of planning permission and the completion of the surrounding public realm works. However, the pandemic then hit and this clearly had a major impact upon the leisure property market. If it were not for this factor, we believe that the development would have been well underway. Nonetheless, through its commercial agent, the council had actively marketed this development opportunity on a local and national basis to try and secure suitable operators for the upper floors of the new building. The council also remained open to considering alternative options from developers or investors for the site. It was expected that as we came through the pandemic, the leisure market would begin to normalise and we would hope and expect that would lead to stronger occupier and developer demand.

In the meantime, the Cleethorpes Masterplan was being developed and was due for completion in March of this year. Members had agreed that further consideration of the site, including alternative development and funding options, would be considered as part of the outcome of this piece of work.

In response to the third question Mrs Thompson advised that planning permission for the site was granted in May 2020. The Council was currently looking into options for the hoardings for the new tourism season.

Members were concerned of the effects on parking spaces and toilet facilities for visitors when the development on the former Waves pub site works were taking place. Ms Thompson reassured members that toilets would be available when the work was being undertaken, which was welcomed by the panel.

A member queried if there would be any heritage funding available for the third tier of the building to have a museum and gallery within that space. Mrs Thompson confirmed that she would take this suggestion back as an option for the site.

RESOLVED – That the questions be noted and a written response be provided to Mr Wright.

## **SPTVE.52 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.

RESOLVED – That the Forward Plan be noted.

## **SPTVE.53 TRACKING THE RECOMMENDATIONS OF SCRUTINY**

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

RESOLVED – That the tracking report be noted.

## **SPTVE.54 HISTORY CENTRE AND ARCHIVES REVIEW**

The panel received a briefing paper providing the latest position on the History Centre and Archives Review.

Members welcomed the briefing and referred to the Welholme Gallery and Museum not being in a central location to attract visitors and felt that Freshney Place shopping centre would be ideal as there were empty premises. A Member felt it would be a good idea to involve local people who had historical knowledge to encourage public support. The member also noted that the 150 year anniversary of Cleethorpes pier was a year away and thought it would be an opportunity to show case the history of the borough and bring in national attention.

Mr Wilson explained there were several outreach exhibitions taking place and these included Freshney Place shopping centre in Grimsby.

Members shared the passion for heritage and suggested an exhibition in Cleethorpes to maximise footfall and make use of the captive audience.

The art collection on the Pyewipe Estate was referred to by a member who thought that the collection should be out on display. Mrs Thompson

explained that officers had been working hard over the past two/three years to get more of the collection's items out on display and referred to the exhibitions at the heritage open days. She confirmed that local collection items were on display in both Cleethorpes and Grimsby Town Hall, but progress was hindered during the Covid-19 pandemic.

Ms Bowen talked through the upcoming activities with the collections and confirmed that officers had taken pieces of art to local interest groups and once a month items were photographed and displayed on the website.

RESOLVED – That the briefing paper be noted.

### **SPTVE.55 GRIMSBY FISHING HERITAGE CENTRE ACCREDITATION**

The panel received a report from the Executive Director Environment, Economy and Resources presenting the latest policies for approval in order to apply for accreditation status.

The Chair welcomed the report and suggested that members of the panel would benefit from keeping the report to refer to in the future.

RESOLVED – That the report be noted.

### **SPTVE.56 GRIMSBY CREATES UPDATE**

The panel considered a briefing paper proving the latest position on Grimsby Creates.

The Chair requested a visit to the Creative Space to see and applaud the amount of work that had gone on. Ms Smith welcomed this and agreed to look at a suitable date for members to visit.

RESOLVED –.

1. That the updated be noted.
2. That a visit be arranged for members of this panel to see the Creative Workspace.

### **SPTVE.57 CLEETHORPES MASTERPLAN UPDATE**

The panel received a briefing paper from the Strategic Lead for Tourism presenting an update on the development of the Cleethorpes Masterplan.

A member asked if Wayne Hemingway from Hemingway Design would be able to attend a future panel meeting to talk through the findings of

the research they had carried out. In response, Mrs Thompson confirmed that Mr Hemingway would be attending the informal session virtually with members on the 8<sup>th</sup> February 2022, which the member welcomed.

Members were pleased with the number of public responses from the surveys and the engagement with businesses, community groups and key stakeholders and felt this showed the importance of the work for the long-term future developments and regeneration of the Cleethorpes resort.

The Chair thanked officers for the hard work that had gone into developing the Cleethorpes Masterplan.

RESOLVED – That the briefing paper be noted.

### **SPTVE.58 QUESTIONS TO PORTFOLIO HOLDER**

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

### **SPTVE.59 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 10.57 a.m.