



To be submitted to the Council at its meeting in July 2021

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

**8<sup>th</sup> April 2021 at 10.00 a.m.**

### **Present:**

Councillor Brookes (in the Chair)  
Councillors Callison, Freeston, Hyldon-King, Mickleburgh and Parkinson

### **Officers in attendance:**

- Sharon Wroot (Executive Director Environment, Economy and Resources)
- Carolina Borgstrom (Assistant Director Environment)
- Laura Cowie (Scrutiny and Committee Advisor)
- Lisa Logan (Strategic Lead Environment)
- Scott Snowden (Resort Manager)
- Helen Thompson (Investment Manager, Economy and Growth)

### **SPTVE.51 APOLOGIES FOR ABSENCE**

There was an apology for absence from Councillor Rogers for this meeting.

### **SPTVE.52 DECLARATIONS OF INTEREST**

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

### **SPTVE.53 MINUTES**

The minutes of the Tourism and Visitor Economy Scrutiny Panel meeting held on 11<sup>th</sup> February 2021 were agreed as a correct record.

### **SPTVE.54 QUESTION TIME**

There was a question submitted to the panel in accordance with the constitution which was read out by Miss Cowie as follows:

*“1. Cleethorpes paddling pool is undergoing a makeover. Has a re-opening date been set for the 2021 season and which organisation/business will be in charge?”*

*2. The council’s parks and gardens team does great work on the ornamental flower beds on Central Promenade. However, for the past 20 years, there has been no corresponding initiative with the four raised beds at the junction of Trinity Road, Highgate and Sandringham Road, all in the Croft Baker Ward. Can the panel do anything to ensure these neglected beds are transformed into flower beds of which Cleethorpes residents and visitors can be proud?”*

Ms Logan was first to respond advising the panel the four flower beds at the junction of Trinity Road, Highgate and Sandringham Road were not the responsibility of North East Lincolnshire Council, they belonged to Lincolnshire Housing Partnership (LHP) who should be contacted in the first instance. Mrs Thompson responded to the first question and explained that the paddling pool was leased to Your Community CIC who were currently working on a schedule for the reopening of the pool to be as close to the 17<sup>th</sup> May as possible.

RESOLVED – That the questions and responses be noted.

## **SPTVE.55 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.56 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.

At SPTVE.37 Motorhome Aire, a member queried the use of the word ‘aire’ against the latest update on progress which stated that a marketing brief to take land at meridian to market had been developed. The member felt that what was being described was in fact a motorhome ‘site’, and as there was currently a site near this location, questioned if the council would be in direct competition. Miss Cowie agreed to take this back to officers for a response.

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

## **SPTVE.57 RESORT MANAGER UPDATE**

The panel received a briefing note and update from the Resort Manager on progress since October 2020 and plans for the reopening of the resort.

Members were pleased to hear about the program to engage with schools to educate the next generation on nature and hoped that all schools within the borough would have the opportunity to participate.

With regards to the Resort Hub and it being open from the start of the season, a member felt that Easter would have marked the start of the season and wondered when it would be ready. Mr Snowden reassured the panel that the resort team was still operating a full service and the works were timetabled to ensure minimal disruption. Progress had been made at a tremendous speed and Mr Snowden was hopeful that the Hub would be open and available from early May.

On the subject of the signage review members felt that this process and the new signage needed to be scrutinised and sought reassurance that this panel would be involved. Mr Snowden acknowledged that consultation would be a big part of what he wanted to achieve, he wanted to utilise the vast knowledge and experience of members; and confirmed that further work on the signage review would involve this panel a later date.

Mrs Thompson responded to a question on the building available for lease and whether there had been any interest; advising that due to commercially sensitive information she couldn't divulge any detail; but that there had been some interest and as soon as she could share more detail, she'd inform the panel.

The Chair thanked Mr Snowden for his attendance and the latest update and requested that annual reports continue to be brought to this panel.

RESOLVED –

1. That the update be noted.
2. That the panel continue to receive updates from the Resort Manager on an annual basis.

## **SPTVE.58 COVID'S EFFECT ON TOURISM 2020/21 AND PLANNING FOR 2021/22 TOURISM SEASON**

The panel received a briefing note from the Investment Manager Partnership and Engagement presenting an update on the effects of COVID-19 on tourism within the borough and plans for the next season.

Mrs Thompson gave a comprehensive presentation that provided an insight of the current national picture of tourism, and how it was vital to

growing the economy. Key findings from a local tourism business survey were shown and found that businesses felt they needed help to recover from covid and to plan for the new season, including with things like social media, marketing plans, cashflow and profitability support. Mrs Thompson explained that all support required was readily available for them, but officers would work harder at connecting the businesses with those who could support them. Planning for the next season had been split into four areas; covid safety messages and communications; local tourism support, grant schemes and accreditation; North East Lincolnshire's tourism offer; and the Greater Lincolnshire tourism offer.

Mrs Thompson explained that it was important to encourage positive behaviours from everyone who visited the resort in order to keep everyone safe; to support this a visitor's charter had been developed and would be published in due course. The intention was to encourage visitors to plan for their visit, consider where they may park and even have a second car park as back up, to be responsible for their environment including keeping their space and taking litter home with them if bins were full. A new branding had been developed and would be seen widely 'Discover Cleethorpes Safely'.

To support local businesses to reopen there were various grant schemes available, a virtual high street, the continuation of loyalty local campaign and an accreditation supported by Visit England, 'we're good to go' which would allow businesses to display a sticker in their windows to show they were covid safe. Mrs Thompson went on to explain some of the outdoor experiences and activities that would be available including Cycle Lincolnshire, Lincolnshire Wolds outdoor festival, Eco tourism, and a new Love Exploring app. Grimsby Creates would also be offering events within the Grimsby Town Centre. It was noted that the Meridian Centre was covid safe and measure were in place to ensure that any events held by a 3<sup>rd</sup> party would also be covid safe.

To conclude the presentation Mrs Thompson informed members that we were working with Greater Lincolnshire Tourism officers and Visit Lincoln to lobby for a UK tourism zone, develop a tourism action plan for Greater Lincolnshire and to ensure that support was sought for North East Lincolnshire tourism businesses.

The Chair thanked Mrs Thompson for her detailed update and presentation and looked forward to seeing the plans come to fruition.

RESOLVED – That the update be noted.

## **SPTVE.59 WORK PROGRAMME – REVIEW 2020/21 AND WORK PROGRAMME 2021/22**

The panel received a report from the Statutory Scrutiny Officer (Assistant Chief Executive) summarising the panel's agreed 2020/21 work programme and the timetable of activities to undertake this work. The

panel will also consider any issues it may wish to retain in or add to its work programme for 2021/22.

RESOLVED – That the report be noted, and the items laid out in the report now submitted be added to next years Work Programme.

#### **SPTVE.60 QUESTIONS TO PORTFOLIO HOLDER**

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

#### **SPTVE.61 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 10.53 a.m.