

Scrutiny Briefing Note

This briefing contains the latest position as of 14th Feb 2023 in relation to the developments of the Resort Hub.

Subject: Annual Resort Manager's Report

Stronger communities depend on a myriad of factors including exploring opportunities to engage with youth communities within North East Lincolnshire.

The beach provides an ideal location for group activities and as such, a program of sporting activities is being planned for 2023 to engage with young adults and help reduce anti-social behavior throughout the summer. The resort team are joining forces with 'Pitchside Football' which will see a number of football tournaments being held on the beach. Further information can be found on the below link.

<https://pitchsidefootball.co.uk/beach-soccer/>

The previous season, school walks and talks were introduced, providing schools with the opportunity to engage with nature on a personal level, the focus being on the environment and how to respect the area and keep safe when visiting the beach. A great deal of feedback was received from the schools which has been used to design an improved program for this season.

Resort ambassadors continue to provide tourist information to the public, responding to enquiries from the public and local business and have also undertaken proactive roles to engage with visitors to the resort. Last season, approximately 600 completed questionnaires were submitted by the team, capturing vital information from visitors regarding their experience of the resort. This feedback is then submitted to the tourism team to help develop the future of the resort.

The Resort team also support young adults via the Care Leavers Scheme. The scheme involves young adults being assisted by North East Lincolnshire Council who acting as a corporate parent, help those transitioning from education to the world of employment proving nationally recognised qualifications for future careers.

An internal audit, reviewing the amalgamation of tourism and (formerly) beach safety was completed Dec 2022 and provided substantial assurances that the Resort Hub is meeting its aims and objectives, particularly around staff training, providing value for money, compliance with legislation, risk monitoring and effective engagement with the public. Despite the pressures and risks the team face, the audit identified that the team is performing at excellent levels and feel well supported by their employer.

Responsibility for public safety on the beach rests with the resort team. This involves a significant number of interactions with the public – from low level intervention (i.e. tannoy announcements) to physically removing the public from risk areas. A review will be conducted over the summer season to assess the number of interactions, their grading and cost savings (preventing call outs) to various agencies.



The resort hub also supports events, an example being the Armed Forces Weekend where staff were responsible for maintaining the integrity of flight paths/cordoned areas on the beach ensuring public safety and preventing the flight displays being cancelled.

The team will continue to provide first aid and missing persons services and work closely with the emergency services to maximise the safety of those that visit, live or work in the resort.

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