



To be submitted to the Council at its meeting on 27<sup>th</sup> July 2023

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

**16<sup>th</sup> March 2023 at 10.00 a.m.**

### **Present:**

Councillor Brookes (in the Chair)

Councillors Cairns, Callison, Farren, Freeston, Lindley, Mickleburgh and Parkinson.

### **Officers in attendance:**

- Nick Browning (Head of Culture, Heritage, Leisure and Tourism)
- Anne Campbell (Scrutiny and Committee Advisor)
- Lisa Logan (Strategic Lead – Environment)
- Guy Lonsdale (Finance Group Manager)
- Sophie Pickerden (Committee Support Officer)
- Eve Richardson Smith (Deputy Monitoring Officer)
- Helen Thompson (Strategic Lead for Tourism)
- James Trowsdale (Strategic Manager – Regeneration)
- Joanne Hewson (Deputy Chief Executive)

### **Also in attendance:**

- Councillor Furneaux (Portfolio Holder for Culture, Heritage and the Visitor Economy)

There were no members of the public in attendance.

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

No apologies for absence were received 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**

At SPTVE.50, Councillor Mickleburgh reiterated that he would like a representative from the Cleethorpes Library to attend a future panel meeting.

On the same minute, Ms Thompson provided an update to panel members regarding the Royal National Lifeboat Institution (RNLI) redevelopment.

RESOLVED – That the minutes of the Tourism and Visitor Economy Scrutiny Panel meeting held on 26th January 2023 be agreed as a correct record.

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

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

### **SPTVE.55 FORWARD PLAN**

The panel considered the current Forward Plan and were asked to identify any items for examination by this panel via the pre-decision call-in procedure. No such items were identified.

RESOLVED - That the Forward Plan be noted.

### **SPTVE.56 FINANCIAL MONITORING REPORT 2022/23 – QUARTER 3**

The panel received a report from the Portfolio Holder for Finance, Resources and Assets providing key information and analysis of the Council's position and performance for the third quarter of the 2022/23 financial year.

This report was considered by Cabinet at its meeting on 15th February 2023 and was referred to all scrutiny panels to consider matters within their terms of reference.

RESOLVED – That the report be noted.

### **SPTVE.57 COUNCIL PLAN PERFORMANCE REPORT 2022/23 – QUARTER 3**

The panel received a report from the Leader of the Council providing oversight of performance against the council plan for the second quarter of the 2022/23 financial year.

This report was considered by Cabinet at its meeting on 15<sup>th</sup> February 2023 and was referred to all scrutiny panels to consider matters within their terms of reference.

RESOLVED- That the report be noted.

### **SPTVE.58 DAY CHALETS**

The panel received a requested briefing note from the Estates and Business Development Programme Manager providing an update on the steps taken to improve the Day Chalets situated on Kings Road, Marine Embankment, Cleethorpes.

The Chair said that he was pleased with the work being undertaken, as it was needed. He commended officers on the report.

RESOLVED – That the briefing paper be noted.

### **SPTVE.59 DISCOVER NORTH EAST LINCOLNSHIRE TOURISM CAMPAIGN 2023 (UK SHARED PROSPERITY)**

The panel received a report from the Director of Economy, Environment and Infrastructure providing an update regarding the Discover North East Lincolnshire (DiscoverNEL) Tourism Campaign for 2023, funded by UK Shared Prosperity Funds (UKSPF) and how the campaign, along with other activities, supports local visitor economy businesses.

A member queried what questions were included in the visitor survey. Mrs Thompson said that she previously circulated the visitor survey to members so that they could see which questions were being asked. Mrs Thompson said that she would circulate the survey to members again.

There was a wider discussion around the use of advertising and the potential to advertise the resort nationally. Mrs Thompson said that the resort was being advertised in local supermarkets, bus stops, local shops, and various train stations around the country. She said that officers could look into advertising in more further afield train stations such as London's Kings Cross.

RESOLVED –

1. That the Visitor Survey be recirculated to panel members.
2. That the report be noted.

### **SPTVE.60 PLAYZONE FUNDING**

The panel received a report from the Portfolio Holder for Culture, Heritage and the Visitor Economy on the above. The report sought approval to submit a grant funding application to the Football Foundation for small-sided multi-sport community facilities and the allocation of match funding.

This report was due to be considered by Cabinet at its meeting to be held on 5<sup>th</sup> April, 2023 and was submitted to this panel for pre-decision scrutiny and comment.

A member queried whether there was the potential for other wards to receive the funding in future if we were to be successful with the initial application. Mr Browning said that there was a potential opportunity for other wards to be considered in September for the funding but explained that certain criteria was required.

There was a wider discussion around the area's that had been chosen to apply for the funding. A member said that he thought there were other locations which were more central which would allow more people to access any new facilities. Mr Browning said that the areas that had been chosen were particularly high in meeting the criteria. A member asked whether the decision on which areas could apply had been finalised. Mr Browning said that the application had not been finalised.

Councillor Freeston proposed that a recommendation be made to Cabinet to consider other potential areas. Councillor Callison seconded the proposal. The panel voted in favour of the proposal.

Councillor Furneaux said that it was important to consider the fact that the area needed to meet the criteria as well as have people in the ward willing to operate the facilities. Councillor Furneaux said he was more than willing to speak to Councillors if they knew of an operator in their ward who would be interested and who also could supply the £60,000. He said that it would be a short turn around for a new operator to be a part of the April bid and he recommended that it might be better to wait until the September bid.

RESOLVED – That the report be noted.

RECOMMENDED TO CABINET –

That other areas in the borough, more centrally located, be considered for the Playzone funding.

## **SPTVE.61 RESORT MANAGER ANNUAL REPORT**

The panel received a report from Resort Manager on the above.

A member sought clarification on the signage that had been put up between the Pier and the Slipway. He said that the signage was wrong and was causing traffic issues. He said he had asked resort officers to remove the signs but had been told they were not able to do so. Ms Thompson said that the signage belonged to the RNLI. She said that resort officers didn't have the right to remove it as it was not Council signage. She explained that resort officers would flag any issue with the signage and report to the appropriate contact.

RESOLVED – That the report be noted.

## **SPTVE.62 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.

Ms Campbell said that the project regarding Grant Street Car Park would be removed from the tracking as the project was not now going ahead. Members agreed they would like the Manchester train times item to remain in the tracking report.

RESOLVED - That items referenced SPTVE.36, SPTVE.37, SPTVE.47 be removed from the tracking report as completed.

## **SPTVE.63 COUNCIL PLAN REFRESH**

The panel received a report that informed the scrutiny panels of the Council's emerging priorities. It was intended to assist members in identifying topics within the panel's terms of reference for the 2023/24 Tourism and Visitor Economy Scrutiny Panel work programme. At the request of the Chair, items within this panel's terms of reference were highlighted.

Please note the report was considered by Cabinet at its meeting held on 22nd February 2023 and was referred to all scrutiny panels for information prior to approval at Council on 23rd February 2023.

RESOLVED – That the report be noted.

## **SPTVE.64 TOURISM AND VISITOR ECONOMY SCRUTINY PANEL – WORK PROGRAMME REVIEW**

The panel received report from the Assistant Chief Executive (Statutory Scrutiny Officer). This report reflected on progress with the panel's work programme and provided an opportunity for the panel to consider topics for inclusion in its 2023/24 work programme.

Ms Campbell reminded panel members of the various topics to be included in the 2023/2024 work programme, referencing the priorities in the Council Plan. She stated that there would also be an opportunity for panel members to visit the Grimsby Fishing Heritage Centre following the Annual Meeting of Council in May. A member asked for local anniversaries to be celebrated in the events diary, for example, the anniversary of the pier could be included.

A member asked whether any progress had been made regarding the railings near the Kingsway Hotel. Ms Logan explained that there was no money in the current municipal year budget but that she would be placing an order on the 1st April and that the issue would hopefully be sorted by Easter. She further explained that she was in the process of creating a

business case to address the maintenance work needed regarding the fixtures that the grounds maintenance team were responsible for. A member stated that the railings should be prioritised. Ms Logan said that she had to consider the whole borough and prioritise safety.

Councillor Freeston proposed that a recommendation be made to the Portfolio Holder for Environment and Transport asking that the maintenance of the railings be prioritised. Councillor Cairns seconded the proposal. The panel voted in favour of the recommendation.

Councillor Callison informed officers that he was involved with a project regarding the Kingsway Gardens. He said that the project had the backing of large companies who would sponsor bedding and floral displays. He would like to discuss the project further with Ms Logan. Ms Logan said she was happy to discuss the project.

RESOLVED – That the report be noted.

RECOMMENDED TO PORTFOLIO HOLDER FOR ENVIRONMENT AND TRANSPORT – That the railings near the Kingsway Hotel, Cleethorpes be prioritised for maintenance work.

## **SPTVE.65 QUESTIONS TO THE PORTFOLIO HOLDER**

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

## **SPTVE.66 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 11.02 a.m.