

Scrutiny Briefing Note

This briefing contains the latest position as of 10th March 2022 in relation to the developments of the Resort Hub.

Subject: Annual Resort Managers Report

This season sees the introduction of the jointly delivered service of tourist information and the resort team (formerly Beach Safety), located in the heart of the resort. The service has undergone a brand change to reflect the myriad of services provided by the teams.

The premises have been altered, with applicable signage and modifications to encourage the public to use said services, including an interactive information station promoting Cleethorpes and all it has to offer. Since relocating from the library there has been a steady and consistent increase in footfall into the hub.

Resort Ambassadors have been learning their trade during the winter months and now have a solid understanding of the resort and are ideally placed to offer support and advice to those that visit the resort during the peak season. Instead of being a passive service, the ambassadors will be proactive in meeting and greeting coaches and holiday makers at Haven for example. The team will also be undertaking bespoke questionnaires of the public to inform the council as to what visitors want to see in the resort.

It is well recognised that education to promote the next generations understanding of the environment is vital and as such, a sustained program with schools will be delivered throughout the year. This will provide schools with the opportunity to engage with nature on a personal level and several bookings are already in place having liaised with local schools recently. The talks will focus heavily on the environment and how to respect the area and keep safe when visiting the Resort.

In addition to the school talks, the team will also be supporting young adults (care leavers scheme) which is a marvelous opportunity to support and develop young people, setting the foundations for future careers through apprenticeship.

Exploring Eco Tourism opportunities is still very much the drive of the resort team. The council now have the Environmental Officers Group which the resort hub feed into to support the strategic direction of the council.

The signage review was completed and was handed over as part of the future developments of Cleethorpes Masterplan.

Improving access to the beach for those with physical disabilities remains a challenge, however, two new beach friendly' wheelchairs continue to be in high demand – allowing people to enjoy the beach in ways they have not before.

The passion the resort team has for delivering quality services tailored to the individuals need remains high and we very much look forward to what is anticipated to be a very busy year.

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