



To be submitted to the Council at its meeting on 28th July 2022

SPECIAL TOURISM AND VISITOR ECONOMY SCRUTINY PANEL

10th March 2022 at 11.00 a.m.

Present:

Councillor Brookes (in the Chair)
Councillors Brasted (substitute for Reynolds) Callison, Freeston, Hasthorpe (substitute for Hogan), Mickleburgh, Parkinson and Silvester (substitute for Robinson)

Officers in attendance:

- Damien Jaines-White (Assistant Director for Regeneration)
- Michelle Lalor (Head of Communications and Customer)
- Helen Thompson (Strategic Lead for Tourism)
- James Trowsdale (Strategic Lead for Culture)
- Laura Cowie (Senior Scrutiny and Committee Advisor)

Also in attendance:

- Councillor Proctor (Portfolio Holder for Economic Development, Housing and Tourism)
- Mr Mooney – resident

There were no members of the press and three members of public in attendance.

SPTVE.60 APOLOGIES FOR ABSENCE

There were apologies for absence received from Councillors Hogan, Reynolds and Robinson for this meeting.

SPTVE.61 DECLARATIONS OF INTEREST

Councillor Procter declared a personal interest at item SPTVE.62 as an employee of an entity associated with Central Promenade.

SPTVE.62 CLEETHORPES MASTERPLAN

The panel received a report from the Leader of the Council presenting the Cleethorpes Masterplan prior to consideration by Cabinet on 16th March 2022.

Following a brief introduction of the report by Mrs Thompson, the Chair invited Mr Mooney to address the panel who put forward his representations. Mr Mooney was asking the Panel to consider including a pocket of land, which sits between ABP land and Suggitts Lane footbridge (running parallel with Harrington Street and Oliver Street), to be considered as part of the Masterplan in terms of creating a green area for residents. Mr Mooney went on to explain that this area of land was owned by the Council and wanted to see eco-friendly plants and flowers. Members sought clarification regarding the location of land, funding for the project and ongoing maintenance. Mr Mooney confirmed the location and explained that he was not asking for the Council to fund nor maintain the land. This would be done by local community groups. It was moved and seconded that to avoid delays with the Masterplan, the Masterplan proceed to Cabinet as laid out and that officers be asked to continue their engagement via the officers working group with Mr Mooney already underway to help this project come to fruition. This was agreed unanimously.

RECOMMENDED TO CABINET –

1. That the Cleethorpes Masterplan be adopted and the Executive Director of Environment, Economy and Resources be authorised to publish the same.
2. That the principle of the proposed projects identified in the Cleethorpes Masterplan be supported as a basis for moving forward transformational regeneration activity in the town centre and resort.

RESOLVED – That officers continue their engagement via the officers working group already established with Mr Mooney to help the land project identified above to come to fruition.

SPTVE.63 CREATIVE STRATEGY

The panel received a report from the Portfolio Holder for Economic Development Housing and Tourism presenting the Creativity Strategy prior to consideration by Cabinet on 16th March 2022.

RECOMMENDED TO CABINET –

1. That the Creativity Strategy 2022, as laid out in Appendix 1 of the report now submitted, be approved.
2. That authority be delegated to the Executive Director Environment, Economy and Resources, in consultation with the Portfolio Holder for

Economic Development, Housing and Tourism to publish, promote and implement such strategy.

There being no further business, the Chair declared the meeting closed at 11.31 a.m.



To be submitted to the Council at its meeting in July 2022

TOURISM AND VISITOR ECONOMY SCRUTINY PANEL

24th March 2022 at 10.00 a.m.

Present:

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

Officers in attendance:

- Lisa Logan (Strategic Lead for Environment)
- Guy Lonsdale (Finance Group Manager)
- Eve Richardson-Smith (Deputy Monitoring Officer)
- Scott Snowden (Resort Manager)
- Helen Thompson (Strategic Lead for Tourism)
- James Trowsdale (Strategic Lead for Culture)
- Laura Cowie (Senior Scrutiny and Committee Advisor)

Also in attendance:

- Councillor Proctor (Portfolio Holder for Economic Development, Housing and Tourism)
- Matthew McNally – Royal National Lifeboat Institution (RNLI)

There was one member of the press and no members of public in attendance.

SPTVE.64 APOLOGIES FOR ABSENCE

There were apologies for absence received from Councillors Freeston, Hogan, Reynolds and Robinson for this meeting.

SPTVE.65 DECLARATIONS OF INTEREST

Councillor Procter declared a personal interest at item SPTVE.72 as an employee of an entity associated with Central Promenade.

Councillor Callison declared a personal interest at item SPTVE.73 as a proprietor of Adelaide Hotel, Cleethorpes.

SPTVE.66 MINUTES

The minutes of the Tourism and Visitor Economy Scrutiny Panel meeting held on 27th January 2021 were agreed as a correct record.

SPTVE.67 QUESTION TIME

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

SPTVE.68 FORWARD PLAN

The panel consider the current Forward Plan and to identify any items for examination by this panel via the pre-decision call-in procedure.

RESOLVED – That the Forward Plan be noted.

SPTVE.69 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.70 QUARTER THREE FINANCE MONITORING REPORT

The panel received a report that provided key information and analysis of the Council's position and performance against its Finance Commissioning Plan for the third quarter of 2021/22, as referred by Cabinet on 16th February 2022.

RESOLVED – That the report be noted.

SPTVE.71 RESORT MANAGER'S ANNUAL REPORT AND ECO TOURISM

The panel received a briefing paper from the Resort Manager providing an update on the Resort Hub and Eco Tourism.

With regards to the Resort Ambassadors, a member asked how many had been recruited; Mr Snowden confirmed that there was two Resort Ambassadors working to cover 7 days week between the hours of 9am – 6pm. Members were pleased to hear of the increased footfall within the Resort Hub already and queried whether the train running times from Manchester to the borough would revert back to hourly. Mrs Thompson agreed to take this back and provide a response outside of the meeting.

A member raised concerns regarding the mud traps along the beach, and whether adequate signage would be in place to ensure the safety of residents and tourists. Mr Snowden agreed that mud traps were indeed a danger and concern and reassured the panel that his deputy was tasked with mapping and coordinating the traps; daily checks/safety walks were performed by staff in numbers to monitor the situation and that portable signage would be used to clearly identify any hazards.

The panel raised their frustrations regarding a number of parking issues along the promenade, including large vehicles sticking out over the parking spaces which caused pinch points for motorists, this led to a discussion about the lack of sufficient parking and stop over points for motorhomes. Mrs Thompson acknowledged the panel's frustrations and explained that work was ongoing behind the scenes with the Motorhome stopover site.

RESOLVED –

1. That the update be noted.
2. That a response be provided to the panel with regards to the train running times from the resort to Manchester, and whether these will revert back to hourly.

SPTVE.72 RNLI DEVELOPMENT UPDATE

The panel received a briefing paper from the Strategic Lead for Tourism providing an update on the new RNLI Lifeboat Station.

Mr McNally addressed the panel explaining that the RNLI depended on goodwill from public donations and sponsors, which was how the new lifeboat station was being funded. As the lead for communications on behalf of the RNLI, Mr McNally assured members that they would be proactive at engaging with residents along with working with the council's communications team to coordinate notices going out. He also explained that RNLI were working with event organisers such as Armed Forces and Tape 2 Tape to ensure minimal disruption over while construction works were ongoing.

Members welcomed the update and were supportive of the new lifeboat station and the approach to its construction. In response to a question regarding access for the public, Mr McNally explained that the Lifeboat station shop was currently 50 metres down the promenade, and this would be brought into the new station, with a glass wall linking the two which would allow the public to see the boats and crew in action. The volunteers would also be readily available to engage directly with the public and answer any questions. The new slipway would be a great way to watch the boats launching, which would be via a tractor for both high and low tide.

With regards to future of the current buildings occupied by RNLI, Mr McNally explained that this would be out of their control, however, he stated the Coastguard were interested in occupying the building.

The panel passed on their best wishes with the development to Mr McNally.

RESOLVED – That the update be noted.

SPTVE.73 LOCAL TOURISM ACTION PLAN

The panel received a briefing paper from the Strategic Leader for Tourism outlining what the objectives are for local tourism and what activities and events are planned to help achieve these.

Mrs Thompson acknowledged that the appendix referred to with the briefing paper was omitted from the agenda and agreed to have this circulated after the meeting.

The Panel welcomed the update and were pleased to hear about all the exciting activities and events going on within both Grimsby and Cleethorpes over the next few months. A member asked if there was any news with regard to the Cleethorpes Coast Light Railway, and whether it would be running to its full length again in time for the tourism season to start. Mrs Thompson agreed to take this back to fellow officers and provide a response outside of the meeting.

A member raised concerns that there was again no mention of motorhomes and felt like this was a missed opportunity to increase tourism and overnight stays within the borough.

In response to questions from the panel regarding the next stages of the Cleethorpes Masterplan, Mrs Thompson informed members that Hemingway Design Ltd and GL Hearn would continue to work with the council to produce business cases for the larger projects listed within the Masterplan. A member queried if there had been any take up of the secure cycle storage funding from Department for Transport, Mrs Thompson confirmed that two smaller hotels had applied to date.

RESOLVED –

1. That the update be noted.
2. That a response be provided to the panel regarding the Cleethorpes Coast Light Railway and when it would reopen fully.

SPTVE.74 HERITAGE STARTER FUND

The panel received a briefing paper from the Strategic Lead for Culture on the Heritage Starter Fund which was being used to develop a range of new heritage led projects.

The panel welcomed the scheme and all the exciting new heritage projects already underway. Members wished to pay tribute to all the work being done locally.

RESOLVED – That the update be noted.

SPTVE.75 TOURISM AND VISITOR ECONOMY SCRUTINY PANEL WORK PROGRAMME – REVIEW 2021/22 AND WORK PROGRAMME 2022/23

The panel received a report from the Statutory Scrutiny Officer (Assistant Chief Executive) summarising the panel's agreed 2021/22 work programme and the timetable of activities to undertake this work. The panel also considered any issues it may wish to retain in or add to its work programme for 2022/23.

RESOLVED – That the report be noted.

SPTVE.76 QUESTIONS TO PORTFOLIO HOLDER

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

SPTVE.77 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 11.04 a.m.