

Scrutiny Briefing Note

This briefing contains the latest position as of 2nd Feb 2024 in relation to the developments of the Resort Hub (including the Resort Team and Tourist Information Centre)

Subject: Annual Resort Managers Report

The Resort Hub which includes both Tourist Information and the Resort Team provide several support services to those who live, visit or work in the resort of Cleethorpes.

Our beaches present risks to the public, specifically fast incoming tides as well as other risks such as 'mud traps' where the buildup of fine sand in some areas increases the risk of the public becoming trapped. The team works closely with statutory responders such as HMCH, the RNLI and police and take action to prevent incidents such as these from developing.

Resort staff patrol the beaches 365 days a year to prevent persons from being involved in incidents that may cause them harm or reputational risk to the area. Staff are equipped with 'beach friendly' buggy's, each with a powerful tannoy system which allows staff to address large groups at a distance. In the event of the tannoy system not being suitable, staff will physically intervene and if applicable, alert the emergency services.

It is difficult to measure a prevention service. How do you measure what you intend to prevent? It is recognised that His Majesty's Coast Guard and the RNLI provide an invaluable service and the role of the Resort Hub is to prevent incidents occurring reducing the need for those services who, like many organisations have finite resources. In trying to quantify some of the work the team does, a performance plan has been created, tested, developed and will be introduced for the 2024 season and beyond. The intention is to develop the performance plan to help inform where best to maximise the resources within the team in 2024.

From the period 1st August 2023 to 13th Sept 2023, the resort team intervened **309** times with the tannoy system to cause the removal of persons at risk from incoming tides. A further **57** incidents occurred where staff completed a 'walk out' to physically remove persons from the sandbars. There were **9** incidents where staff felt that the risk was so high/immediate that HMCG or the RNLI/Police were called. Without the actions of the resort team, calls to the emergency services would be significantly increased. The performance data is discussed amongst the various services which attend monthly partner meetings to ensure the maximum potential is achieved with the resources available.

The Resort Hub also includes the Tourist Information Center (TIC) based in the heart of the resort.

A similar performance plan has been introduced within the TIC team.

Records show that between the 1st April 2023 to November 2023, TIC staff dealt with **1,897** visitors to the office. This does not include telephone or email enquiries.

2024 will see further developments re capturing performance data.



Working in partnership with other departments within the council, the resort team will resume a program of school educational walks and talks to inform the next generation of local school children as to the benefits, wildlife and risks present in the resort of Cleethorpes.

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