



To be submitted to the Council at its meeting on 18th July 2024

TOURISM AND VISITOR ECONOMY SCRUTINY PANEL

14th March 2024 at 10.00 a.m.

Present:

Councillor Brookes (in the Chair)
Councillors Henderson, Mickleburgh, Morland, Parkinson and Westcott

Officers in attendance:

- Carolina Borgstrom (Director of Economy, Environment and Infrastructure)
- Nick Browning (Head of Culture, Heritage, Leisure and Tourism)
- Richard Dowson (Head of Project Management)
- Lisa Logan (Strategic Lead Environment)
- Guy Lonsdale (Assistant Director Finance)
- Beverly O'Brien (Scrutiny and Committee Advisor)
- Joanne Robinson (Assistant Director Policy Strategy & Resources)
- Scott Snowden (Resort Manager)
- Helen Thompson (Strategic Lead for Tourism)

Also in attendance:

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

There was one member of the press in attendance.

SPTVE.53 APOLOGIES FOR ABSENCE

An apology for absence was received from Councillors Cairns for this meeting.

SPTVE.54 DECLARATIONS OF INTEREST

There were no declarations of interest received in respect of any item on the agenda for this meeting.

SPTVE.55 MINUTES

The Panel received the minutes of the Tourism and Visitor Economy Scrutiny Panel meetings held on 25th January 2024.

At SPTVE.51, a panel member asked whether an alternative library provision had been thought about whilst the current provision was closed for building works. Mr Browning confirmed that they were looking at a range of options to see what was feasible.

At SPTVE.49, Mr Browning clarified that the lawn tennis association was only offering an element of sessions for free on weekends and asked for the minutes to be updated of that fact.

At SPTVE.48, a panel member noted that they gave clear feedback about the need for some performance indicators to show residents that we were being accountable for the outcome of our interventions on our visitor economy. The minutes noted that he wondered about this, but felt they needed to be changed so it reflected his strong feelings on the subject matter. Ms Borgstrom made a comment on the need for further outcome measurements. She explained that currently outcome measures were being captured within the Council Plan. They were currently reviewing the dashboard to see what they can measure further. The Council Plan was reported back to every panel meeting, so Members would be able to see these changes there.

RESOLVED –

1. That the the minutes of the Tourism and Visitor Economy Scrutiny Panel meetings held on 25th January 2024 be agreed as a correct record, subject to the above-mentioned amendments.
2. That outcome measurements be developed as part of the Tourism and Visitor Economy Scrutiny Panel Council Plan reporting arrangements.

SPTVE.56 QUESTION TIME

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

SPTVE.57 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.

One Elected Member mentioned the view of water quality in the Borough and wondered whether it needed to be advertised that water quality was better than people thought it was. Ms Borgstrom explained that tthey were consistently doing press releases to try and tell people how good the quality was, but the challenge was that people tend to get too obsessed with blue

flag status even 2-3 years on. She stated that they would continue to release water quality data and show how it currently worked. The Councillor stated that he had had a resident send in detailed issues on the matter, he hoped there was an officer that could help with this. Mr Snowden confirmed that he would.

RESOLVED - That the Forward Plan be noted.

SPTVE.58 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.

One Member mentioned the timetable for TransPennine Trains and noted that it had been removed it from tracking because the panel had been told that it had developed back to a one hourly timetable. He stated that this was not the case. He asked that it came back to the panel for more information. Ms Borgstrom explained that this had already been covered under the remit of the Economy Scrutiny Panel. The Councillor thought it was more appropriate to come to this panel as it could have an immediate affect on tourism. Ms Borgstrom agreed to look at different options to make sure it came back to this panel to discuss. She explained that it may be that a joint panel meeting was arranged.

Another Member added concerns about the volume of roadworks currently being implemented around the Borough. They felt that it was important that it came to a later meeting but felt that it needed to be looked at now as it may have a detrimental effect on visitors and local businesses going into the Easter holidays with the amount of traffic directly impacting people's entrance to the borough. Ms Borgstrom stated that the traffic management programme current works must be carried out away from winter season. They had gone ahead with them early to reduce issues over the summer season. Traffic flows across this season had been taken into consideration.

RESOLVED –

1. That the traffic management programme and the service of TransPennine trains be added to the work programme for the Tourism and Visitor Economy Scrutiny Panel for 2024/25.
2. That the tracking report be noted.

SPTVE.59 QUARTER 3 – COUNCIL PLAN RESOURCES AND FINANCE REPORT

The panel received a report from the Leader and Portfolio Holder for Economy, Net Zero, Skills and Housing and Portfolio Holder for Finance, Resources and Assets providing key information and analysis of the Council's position and performance.

One Member mentioned a set of questions they had submitted to Officers beforehand, particularly around the Quarter 3 Council Plan and Resources and Finance Report. Officers confirmed that they would send a response to such questions outside of this meeting.

RESOLVED – That the report be noted.

SPTVE.60 COUNCIL REFRESH PLAN

The panel received a report from the Leader and Portfolio Holder for Economy, Net Zero, Skills and Housing on the above.

RESOLVED – That the report be noted.

SPTVE.61 RESORT MANAGER ANNUAL REPORT

The panel received an update on development of the Resort Hub, including the Resort Team and Tourist Information Centre.

One Member asked whether there would be more bus timetable leaflets available. Mr Snowden explained that due to the development of the team, they found that this was a need and they had now responded to that demand.

One Member raised concerns about members of the public not taking notice of the signs that were on the beach for their safety. They believed individuals needed to take more responsibility to make sure beach safety was being supported. Another Member added that we were coming to the season where dogs were no longer allowed on the main beach. Mr Snowden stated that meetings have already been set up with enforcement to make sure they were ahead of the game.

One Member wondered whether Coast Watch was something they had thought about bringing to Cleethorpes. Ms Logan confirmed that discussions had been had. Officers had spoken to Cabinet on the prospect of working with them. They were currently looking at funding to see if it could be implemented.

One Member questioned the resort manager role. They explained that as Councillors they were to be visible to members of the public, they wondered if that was the same case for the resort manager. Ms Borgstrom explained that the Resort Manager role included a wider variety of duties, which were completed in priority order and many of these may be behind the scenes and not visible to the public. The Resort Team had merged with Beach Safety and the Tourist Information Centre. The team was operated under close governance of water safety governance that was agreed with the Royal National Lifeboat Institute (RNLI), Coastguard and the East Midlands Ambulance Service (EMAS). They had to specifically set out how the service operated and the level of patrols and staffing which was needed to support water safety. They currently had a large amount on their workload,

but still engaged with businesses when resources were available. However, the priority must be the delivery of compulsory resources first. The Elected Member believed that the Resort Manager needed to be in the public eye and they should be the face of the resort. If it was not their remit maybe something needed to be readjusted. Officers agreed to speak to the panel member outside of this meeting.

One Member questioned Coast Watch and said that it was the first time they had heard of it. They noted that two sites had been identified, they wondered where they were and whether they were subject to planning approval. Ms Logan confirmed that the two preferable sites were the sea estuary green space, as you come into leisure centre car park, or the use of three to four car parking spaces in the leisure centre car park. She reiterated that they were still looking at funding to go ahead, but it would need planning permission.

RESOLVED – That the report be noted.

SPTVE.62 CLEETHORPES LEVELLING UP FUND

The panel received a presentation outlining the current progress of the projects and overview of the current consultation ongoing regarding Market Place and Pier Gardens in Cleethorpes.

Members welcomed that they now had a starting point. One councillor pointed out that the weather wasn't always great so they hoped they wouldn't get overboard on outside seating.

Another Member felt that the consultation on this had been brilliant and enquired about the overall goal. It was feared that an increased amount of time people dwell on one thing may disaggregate what they're trying to do. Officers needed to think of pragmatic things to manage public expectation on what it could look like. They stated that Cleethorpes had a different vibe to cities. There was a need to focus on dependency options and plan what they would require others to do. Mr Dowson explained that they already had internal stakeholder meetings with various services, so all dependencies had been in the mix already. The concept designs had come from public opinion so hopefully would come back with something the public favour and find attractive.

One Member passionately shared that people needed to learn to accept that children may be part of their dining experience. They hoped the space being discussed had a wider continental view of families being together.

Members were concerned to hear that there was a potential House of Multiple Occupancy (HMO) to be implemented in the Market Place, but they welcomed that mixture of retail, accommodation and food services. They believed that if it was done right, it shouldn't be a problem.

An Elected Member hoped that when works started, they could be done as quickly as possible. Mr Dowson stated that once contractors had been

appointed, they would encourage that activity was to be concluded as quickly as possible.

Members showed concerns over the need for more public toilets to be left open. If Officers were thinking about losing parking spaces, visitors would be using car parks that were further out from the centre so public toilets close by needed to be open to accommodate visitors at all times.

Councillor Dawkins added that one of his first roles as a portfolio holder was to get them re-opened, especially for Armed Forces Day. To his disappointment they were closed afterwards, but he could see no reason why they were. He agreed that they needed to be open for the season.

One Councillor stated that these projects were very high profile and enquired whether Officers were confident that they would be able to stay on track with what they had coming up in the next couple of years. Ms Borgstrom was confident that they had resources in place but noted that they couldn't always control factors out of their control. She reassured Members that they would be running other parallel activities in case things were taking longer than planned.

One Member stated that with the amount they had going on, it was inevitable that things would slip. They hoped they would use Elected Members to communicate with members of the public so they could understand what was going on.

RESOLVED – That the presentation be noted.

SPTVE.63 CLEETHORPES COUNTRY PARK

The panel received an update on the future maintenance of the Cleethorpes Country Park.

One Member wondered whether the road works at the entrance had affected use of the park. Ms Logan didn't think so as people tended to walk through or leave their car at the top entrance.

One Member asked if it would be sensible to do more regular maintenance instead of leaving it for so long. Ms Logan explained that they were a small team that worked across the whole borough. She said she would be happy to come back later in the year with a more robust plan on maintenance for the park.

Members asked if there were any voluntary groups or community engagement teams for Cleethorpes Country Park. Ms Logan confirmed that there wasn't but welcomed any that wanted to. They believed it would help them take pride in area and, if interested, Ward Councillors were happy to work with them.

One Member requested that photographs be included in any future report on this matter.

RESOLVED – That the report be noted.

SPTVE.64 TOURISM AND VISITOR SCRUTINY PANEL – WORK PROGRAMME

The panel considered a report from the Assistant Chief Executive (Statutory Scrutiny Officer). This report reflected on the 2023/24 municipal year and the work undertaken by the Tourism and Visitor Economy Scrutiny Panel. The panel also considered, within its terms of reference, suggestions to be included in the 2024/25 work programme.

Members were happy to transfer items not investigated during this municipal year to the work programme for 2024/25.

RESOLVED – That the report and members' comments be noted.

SPTVE.65 QUESTIONS TO THE PORTFOLIO HOLDER

There were no panel members' questions to the Portfolio Holder.

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 11.13am.