

# minutes



Meeting TOURISM AD HOC SELECT COMMITTEE

Date Thursday, 19<sup>th</sup> June 2003 (commencing at 10.00 am)

## membership

Persons absent are marked with `A`

## COUNCILLORS

Joyce Bosnjak (Chair)

A John Cottee (Vice Chair)

	Roy Barsley		Ray Poynter
	Richard Butler	A	Richard Robinson
A	John Hemsall		Nellie Smedley
	Edward Llewellyn-Jones		Keith Walker
	Jim Napier	A	Yvonne Woodhead

## CHAIR

In the absence of the Chair and Vice-Chair, Councillor Barsley was elected to Chair the meeting until Councillor Bosnjak arrived.

## APOLOGIES FOR ABSENCE

Apologies for absence were received from:-

Councillor John Cottee  
" John Hemsall  
" Richard Robinson (on other County Council business)  
" Yvonne Woodhead

## DECLARATIONS OF INTEREST BY MEMBERS AND OFFICERS

There were no declarations of interest by Members or Officers.

## **UPDATE ON THE ACTION PLAN**

Tim Challans, Assistant Director Culture and Community (Leisure) gave a presentation to update the Committee on the progress being made in implementing progress being made Locum report's action plan. He added that Nic Broomhead had now been appointed Head of Country Parks, and the department was considering creating a new strategic post to implement the action plan over a three year period. He was pleased about the progress being made with the staff available, and referred to the positive effect of the tourism function now being located in one department.

During questions, Councillor Barsley queried the value of continued support to the Heart of England Tourist Board. Mr Challans indicated Cabinet Members had agreed support to the Tourist Board for 2003/4 on the basis that this would be the last year of funding unless there was change in direction. He stated that emda was setting up two regional tourism committees, in which the County Council was seeking to be involved. Betty Ilett, Regeneration Division stated that emda would contract the Tourist Board to do specific pieces of work, and therefore she saw no need for the County Council to continue to belong to the Board. Councillor Barsley commented that some district councils seemed very active on emda. Ms Ilett responded that the County Council had an input to the two sub-regional strategic partnerships for Greater Nottingham and North Derbyshire/North Nottinghamshire, including their tourism groups. Nic Broomhead pointed out that Locum were also working on emda's tourism strategy, which might well recommend moving tourism resources away from local authorities to a stand-alone organisation. This he said worked well in other areas. A consultation document from emda was expected in the autumn, and it was planned to report more fully about this at the next meeting.

Members made reference to local tourist attractions, the need for a coordinated approach, and to use of the Internet. Councillor Bosnjak reminded the Committee that the tourism strategy had been commissioned jointly by the the County and City Councils, and that the strategy and action plan had been adopted by the County Council.

It was agreed to note the report.

## **IMPACT OF CULTURE ON TOURISM**

Tim Harris, Head of Arts, introduced the report, which outlined the inter-related benefits of culture and tourism, and Leisure Services' promotion of cultural activities around the county using a £838,000 ERDF grant. He emphasised that both larger and smaller events and festivals could have a tangible local impact. Members commended the project. In response to comments, Mr Harris explained that the "Changing the Image" project had not involved any additional spending by the County Council; that fees for performances were negotiated, and the county benefited from economies of scale; and he would investigate signing problems around Thoresby.

It was agreed to note the report.

### **ECONOMIC DEVELOPMENT SUPPORT FOR THE TOURISM SECTOR**

Brain Holdsworth, Head of Economic Development introduced the report, which summarised the range of support from the Economic Development portfolio for the tourism sector. Councillor Llewellyn-Jones referred to the importance of coordinating developments in the north and south of the county. Mr Holdsworth pointed to the County Council's coordinating role, within frameworks established by emda.

Councillor Napier asked about the developments at Finningley airport. Mr Holdsworth replied that proposals were at an early stage, but Economic Development and the Environment Department were involved, for example, to ensure good transport links to the airport. Ms Ilett added that the airport would be a regular topic for the strategic partnership tourism group. She pointed out however that figures for East Midlands Airport showed that 85% of passengers were British people travelling abroad.

It was agreed to note the report.

The meeting closed at 11.40 am.

### **CHAIR**

Committee/Ad Hoc/Tourism/M\_19june03