

# Communities and the Environment Standing Committee Minutes

Monday 12 September 2011 at 10am

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## Membership

- absent

### Councillors

- Sue Saddington (Chair)
- Geoff Merry (Vice Chair)
- Allen Clarke
- Victor Bobo
- Michelle Gent
- Glynn Gilfoyle
- Keith Girling
- Kevin Greaves
- John Hemsall
- Eric Kerry
- Keith Longdon
- Sheila Place
- Mike Quigley
- Lynn Sykes
- David Taylor
- Parry Tsimbiridis
- Gail Turner

### Also in attendance

Councillor Vincent Dobson

Mrs J Spencer – Chief Executive of Experience Nottinghamshire

### Officers

David Forster	–	Governance Officer
Martin Gately	–	Scrutiny Co-ordinator
Heather Stokes	-	Policy, Planning and Corporate Services
Jason Mordan	-	Policy, Planning and Corporate Services
Matt Lockley	-	Policy, Planning and Corporate Services

## 1. Minutes of the previous meeting

The minutes of the previous meeting held on 11 July 2011 were confirmed and signed by the Chair.

## **2. Apologies for absence**

Apologies for absence were received from:-

Councillors   Geoff Merry (Other)  
                     Michelle Gent (Medical / Illness)  
                     Keith Longdon (Medical / Illness)

## **3. Declarations of interest**

There were no declarations of interest.

## **4. Conservation and Heritage – Draft Final Report**

Ms Stokes introduced the draft report to members, which set out the recommendations for the development of a Heritage strategy and conservation of Nottinghamshire's heritage sites.

On a motion by Councillor G Turner seconded by Councillor P Tsimbiridis it was unanimously agreed that a responses to the recommendations set out in the report are sought and they are presented to a future meeting of the Committee.

## **5. Tourism Briefing**

Mr M Lockley introduced the report and highlighted the fact Nottinghamshire is part of the Destination Management Partnership which provides a coordinated approach to tourism across the City and County, Experience Nottinghamshire. The County Council contributes £118,000 towards the organisation's running costs per year.

Members were given a slide presentation by Mrs J Spencer, Chief Executive of EN. The following issues were highlighted by Mrs Spencer:-

Tourism attracted £1.38 billion to Nottinghamshire in 2009/2010 and also employs 20,000 across the County.

Nationally tourism is going through changes and EN has a very good working relationship with Visit England with Nottinghamshire being awarded an attract brand status for Sherwood Forest. This is good news for Nottinghamshire but needs to be backed up by investment to ensure that Nottinghamshire's tourism 'product' lives up to the brand.

The next year is a high profile year with the Queen's Diamond Jubilee and the Olympics so tourism is going to play a big part in the economy of Britain and Nottinghamshire will be part of it.

Nottingham currently has the lowest hotel occupancy rate of English core cities and this is something that Experience Nottinghamshire wants to address through a new focus on business and events tourism.

EN has just recruited a new PR Officer from Sydney, Australia who it is hoped will attend the next meeting of the Committee.

EN is committed to a 5% growth in terms of tourists in the county, including the city, which will potentially bring in 9,500 new jobs by 2020.

Mrs Spencer in response to members' questions and comments replied as follows:-

- It was felt that the focus was getting into tourists on beds rather than selling the attractions in the area. This ethos has changed and it is about attracting people to the County and encouraging them to explore.
- The only two district/borough Councils who contribute to the EN budget are Ashfield and Gedling with £2500 each.
- Newark and Sherwood District Council is meeting with EN with a view to scrutinising the tourism that the district has to offer.
- Members hoped that the hard copy booklet produced by EN will continue alongside the website development and campaign to promote it
- There is a need to get a comprehensive list of the local authority assets for attracting visitors to the County. The district Councils could also be requested to submit a list of their assets.
- With regard to working together with the neighbouring Authorities there is work ongoing with Derbyshire, the Peak District, Sheffield and Leicestershire all of which are positive in linking together.
- Yorkshire considers Nottinghamshire and surrounding authorities to be competition in tourism terms so are not being linked with the work we are undertaking.

Members thanked Mrs J Spencer for her attendance and presentation.

## **6. Work programme**

It was agreed that the report be noted.

The meeting closed at 11.10 am

CHAIR

Ref: M\_12SEPT2011