

Communities and the Environment

Tourism and economic impact

Purpose

1. To brief Members on presentations to the Committee meeting of 31st October and to propose a number of visits to support the evidence gathering work of the Committee in the coming months.

Information

2. There are two presentations to the 31st October Committee meeting, both of which will focus on marketing and branding in relation to the County's visitor and destination offer. The first presentation will be from the County Council's Service Director, Communications – Martin Done. Martin will describe the County Council's current approach to marketing the County and some of the Council's own visitor attractions, with a case study based on this year's Robin Hood Festival.
3. Members will recall that Jennifer Spencer, the Chief Executive of Experience Nottinghamshire, attended the previous meeting to give background and an overview to the visitor economy in Nottinghamshire and the role of Experience Nottinghamshire. It is proposed that Jennifer should continue to attend Committee meetings whilst this review is ongoing in an advisory capacity. Jennifer will be joined at the October Committee meeting by Erin Huckle, Experience Nottinghamshire's newly appointed PR Manager. Jennifer and Erin will discuss how Experience Nottinghamshire and the County Council are working closely together to promote visitor attractions in the County.
4. Finally, it is suggested that a schedule of visits be organised for the Committee to gather evidence that will inform the final recommendations of the review. Dates and proposed destinations are outlined below (subject to final agreement):

Date	District	Attractions to visit
Monday 12 th December (either using the scheduled Committee meeting slot or going out after lunch)?	Bassetlaw	Pilgrim Fathers – Mayflower Trail (Babworth and Retford) Chesterfield Canal (Worksop) Welbeck Estate Duration: 5 hours circular trip from County Hall
Monday 20 th February 2012	Newark	Sconce Hills Park Civil War? Southwell (Racecourse/Minster/workhouse) Duration: 4 hours circular trip from County Hall
Monday 26 th March 2011	Gedling	Japanese Gardens at Bestwood Lodge Newstead Abbey? Papplewick Pumping Station Duration: 3.5 hours circular trip from County Hall

Recommendation:

Members are requested to consider and comment on the information provided and on the presentations to the Committee. Members are also requested to consider the schedule of proposed visits and to confirm their availability for these.

Councillor Sue Saddington

Chair of the Communities and Environment Standing Committee

Background Papers: nil

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