



16th October 2012

Agenda Item:

REPORT OF THE CHAIRMAN OF ECONOMIC DEVELOPMENT COMMITTEE

**RESPONSE TO RECOMMENDATIONS FROM THE COMMUNITIES AND
ENVIRONMENT STANDING COMMITTEE REVIEW OF TOURISM AND
ECONOMIC DEVELOPMENT**

Purpose of the Report

1. To agree the final report and recommendations of the Communities and Environment Standing Committee scrutiny review of tourism and economic development and to propose responses from this Committee to the recommendations.

Information and Advice

2. During late 2011 and early 2012, the Communities and Environment Standing Committee undertook a scrutiny review of tourism and economic development. The review was supported by the Economic Development team and by Jennifer Spencer, Chief Executive of Experience Nottinghamshire.
3. The Communities and Environment Standing Committee met for the last time at the end of April 2012, where a final report and recommendations on tourism and economic development were discussed. Given the subsequent change to the Committee system in May 2012, a response to the recommendations of the Communities and Environment Standing Committee is now required.
4. Much of the focus of the review was on the potential of tourism to drive economic growth in Nottinghamshire. Recommendations in the final report reflect this and should therefore be considered by the Economic Development Committee.
5. Copies of the final report are available on request. The key recommendations and proposed responses are as follows:

Recommendation	Proposed response
<p>The County Council should work more closely with District and Borough Councils and the D2N2 LEP to align capital investment plans in 'anchor' tourist attractions over a five-year time period. Securing additional resources to support the development of these anchor attractions should be a top priority</p>	<p>Senior level discussions with District and Borough Councils on economic development include consideration of tourism. A 'task and finish' approach could be adopted in relation to visitor attractions with key District and Borough Council partners.</p>
<p>The County Council's commitment to Experience Nottinghamshire as the marketing and promotions organisation for the County should be re-stated. Analysis of performance against SLA targets should be robust and new SLAs should incorporate outputs agreed with the Council's communications team.</p>	<p>Policy Committee agreed an increased contribution to the core costs of Experience Nottinghamshire of £218,000 per year for three years at its meeting in September. The increased contribution will run from 2012-13 to 2014-15, and will be backed up by a new SLA.</p>
<p>The County Council should work with District and Borough Councils to ensure a balanced contribution to the core costs of Experience Nottinghamshire which can be maintained over a three-year period.</p>	<p>Several District and Borough Councils are considering enhanced contributions to Experience Nottinghamshire in future years. The County Council's additional contribution will ensure stability for the organisation going forward.</p>
<p>The County Council should support efforts by Bassetlaw District Council to maximise opportunities afforded to the District by the Pilgrim Fathers and Dukeries offers. These should be aligned with the Sherwood Forest offer as closely as possible. Opportunities to link the use of the Robin Hood Airport with the tourism offer around Pilgrim Fathers and Dukeries should be prioritised and explored with the Airport.</p>	<p>A condition of the Council's increased contribution to Experience Nottinghamshire's core costs should be a discrete project on the Pilgrim Fathers, in partnership with Bassetlaw District Council. Additional County Council resources in terms of archives and/or conservation expertise should be offered to support the development of the Pilgrim Fathers offer. Discussions should be held with Robin Hood Airport to pursue linkages.</p>
<p>Experience Nottinghamshire should explore the possibility for themed trails to be developed aligned to the four new marketing campaigns. Opportunities for promotional offers and/or discounted enter to Nottinghamshire's attractions should also be investigated.</p>	<p>This should be factored in to the new Service Level Agreement with Experience Nottinghamshire.</p>
<p>District and Borough Councils should consider innovative ways of</p>	<p>To be discussed through Notts Chief Executives and Leaders</p>

supporting Experience Nottinghamshire, for instance by seconding tourism staff to the organisation, in order to ensure a collective effort and drive economies of scale.	meetings.
The County Council should develop, with District and Borough Councils, a forward plan for Tourist Information Centres in the County. Co-location in existing attractions or in libraries and virtual solutions should all be explored.	
Experience Nottinghamshire should review its investment in printed material on an annual basis, alongside exploring new online and social media marketing opportunities.	This is included in Experience Nottinghamshire's operational plans.
The County Council and its District and Borough Council partners should promote membership of Experience Nottinghamshire to the business community, in order to support the organisation's efforts to move away from dependence on public sector funds.	The County Council promotes Experience Nottinghamshire through its business engagement forums and at business clubs in the County. Rushcliffe Borough Council is considering offering businesses 50% of the membership fee to Experience Nottinghamshire in a bid to increase new members in the Borough. This approach could be replicated elsewhere in the County.
A more concerted effort should be made to attract school visits to Nottinghamshire's attractions and particularly those with historical connections.	Children's and Families Services to comment.

Other Options Considered

6. None. The Committee is required to offer a response to the recommendations of the Communities and Environment Standing Committee.

Reason/s for Recommendation/s

7. The Committee is required to offer a response to the recommendations of the Communities and Environment Standing Committee.

Statutory and Policy Implications

8. This report has been compiled after consideration of implications in respect of finance, equal opportunities, human resources, crime and disorder, human rights, the safeguarding of children, sustainability and the environment and those using the service and where such implications are material they are described below. Appropriate consultation has been undertaken and advice sought on these issues as required.

Financial Implications

There are no specific financial implications arising as a consequence of this report.

RECOMMENDATION/S

That the Committee agrees the recommendations of the Communities and Environment Standing Committee on tourism and economic development and agrees the proposed responses set out in paragraph 5 of the report.

Report of the Chairman of the Economic Development Committee

For any enquiries about this report please contact: Matt Lockley ext 72446

Constitutional Comments (SLB 04/10/2012)

9. Economic Development Committee is the appropriate body to consider the content of this report.

Financial Comments (DJK 04.10.12)

10. The contents of this report have been duly noted.

Background Papers

Final report of the Communities and Environment Standing Committee review of tourism and economic development (April 2012)

Electoral Division(s) and Member(s) Affected

All