

ENVIRONMENTAL AND DEVELOPMENT SERVICES COMMITTEE

4th March 2010

PRESENT:-

Conservative Group

Councillor Bladen (Chairman), Councillor Stanton (Vice-Chairman) and Councillors Bale, Mrs. Brown, Ford, Mrs. Patten, Timms and Watson.

Labour Group

Councillors Mrs. Lane, Rhind, Taylor and Tilley.

Independent/Non-Grouped Member

Councillor Pabla.

In Attendance

Councillors Mrs. Farrington and Jones (Conservative Group).

EDS/46. **MINUTES**

The Open Minutes of the Special Meeting held on 5th January and of the Meeting held on 28th January 2010 were taken as read, approved as true records and signed by the Chairman.

MATTERS DELEGATED TO COMMITTEE

EDS/47. **TOURISM UPDATE**

A presentation was given to Members providing an update on tourism. Details were provided on issues such as the economic development strategy, tourism benefits and the key role of local authorities. It concluded by confirming the District Council's approach to tourism.

A report was then submitted, which outlined the recent performance of the tourism sector in South Derbyshire, reported on changes to The National Forest Partnership, and proposed a one year Service Level Agreement for 2009/10 with the Visit Peak District and Derbyshire Destination Management Partnership (DMP).

In recent years, substantial additional funding had been made available for tourism marketing and to improve industry standards through East Midlands Tourism (EMT) and sub-regional DMP's. To fully access this funding, each DMP must enter into Service Level Agreements, and achieve EMT specified levels of matched funding from local authorities. EMT and the DMP's were required to achieve ambitious targets focused on increasing overnight stays.

Within Derbyshire and the wider Peak District, the official tourism body was 'Visit Peak District and Derbyshire'. The DMP had been successful in bidding for EMT project funding, particularly for marketing. Now promoting itself as the

tourist board for the area, the DMP used the Peak District as its key 'attract' brand with the aim of dispersing visitors across the county.

Since the appointment of a new Marketing Manager, there had been a significant change to the style and focus of the DMP's marketing. Closer working relationships had been forged with existing partners, and there was increased emphasis on tourism throughout Derbyshire. South Derbyshire was benefiting from the work of Visit Peak District and Derbyshire, and was expected to benefit even more from the many new campaigns planned. However, 'The National Forest and & Beyond' remained the key campaign for the District and surrounding area, and it was therefore more difficult to evaluate the impact of the DMP for South Derbyshire.

The proposed Service Level Agreement between the DMP and this Council for 2009/10 was attached as an Annexe to the report.

Further details were provided on The National Forest & Beyond (NF&B) campaign, and it was confirmed that in 2007, Conversion Research was commissioned to assess the effect of the NF&B visitor guide and concluded that the partnership was effective and represented good value for money.

Enquiries that were dealt with by Swadlincote Tourist Information Centre (TIC) grew by 4.5% per annum between 2007 and 2009, and the proportion of visitors to Sharpe's Pottery Museum using the TIC grew by 15.7% per annum over the same period.

Further details were provided on the National Forest Walking Festival, which had taken place in May 2009.

Members commented on the issue of trains and public transport access to the District, and it was pointed out that trains did not currently stop at Willington at the weekends. It was suggested that a letter be written to Cross-Country Trains requesting that they consider this request.

It was asked if Officers knew of the impact of Willington Marina on tourist figures, as there were now approximately 600 boats moored in this area. Officers responded that they currently held no data for the Marina, however they would make enquiries to see if there was anything available.

RESOLVED:-

- (1) That work undertaken to ensure sustained growth of the National Forest as a major new visitor destination and brand be noted.***
- (2) That recent changes to the structure of the National Forest partnership be noted.***
- (3) That the terms of the current Service Level Agreement with the Visit Peak District & Derbyshire Destination Management Partnership be agreed.***

EDS/48. **DESIGN GUIDANCE FOR ASKEW GROVE / THE CRESCENT, REPTON**

A report was submitted setting out design principles for potential applicants seeking to redevelop individual or groups of existing residential plots in Askew Grove & The Crescent, Repton.

It was reported that the properties on Askew Grove and The Crescent, known locally as the 'Canadian Houses' by virtue of their construction, might be of a limited lifespan, and that individual ownership of the plots would probably lead to their redevelopment one at a time or in groups in the future. In response to this, a master plan had been created to guide future redevelopment in the area.

An Appendix to the report set out all the design principles.

RESOLVED:-

That the design guidance as set out in an Appendix to the report be approved as the basis for discussion with potential applicants seeking to redevelop properties in Askew Grove and The Crescent, Repton.

EDS/49. **WORK PROGRAMME**

Members were asked to consider the updated work programme and to review its contents where appropriate.

RESOLVED:-

That the updated work programme be approved.

EDS/50. **HERITAGE GRANTS SUB-COMMITTEE**

RESOLVED:-

That the Open Minutes of the Heritage Grants Sub-Committee Meeting held on 30th September 2009 be received.

J. BLADEN

CHAIRMAN

The Meeting terminated at 7.05 p.m.