



MINUTES

Tourism and Leisure Committee

Date:	Thursday, 8 November 2018
Venue:	Town Hall, St Annes
Committee Members Present:	Councillor Cheryl Little (Chairman) Councillor Vince Settle (Vice-Chairman) Councillors Tim Ashton, Karen Buckley, Maxine Chew, Susan Fazackerley, Richard Fradley, Shirley Green, Roger Lloyd, Elizabeth Oades, Elaine Silverwood, Raymond Thomas
External Representatives:	Mr John Cronin, Chief Executive Officer - YMCA (Fylde Coast)
Officers Present:	Allan Oldfield, Paul Walker, Mark Wilde, Tim Dixon, Lyndsey Lacey-Simone
Members of the Public:	2 members of the public were in attendance

Public Platform

There were no requests to speak under the Public Platform arrangements.

1. Declarations of Interest

Members were reminded that any disclosable pecuniary interests should be declared as required by the Localism Act 2011 and any personal or prejudicial interests should be declared as required by the Council's Code of Conduct for Members.

The Chairman, Councillor Cheryl Little declared a personal and prejudicial interest in item 9 on the agenda in so far as it related to Lowther Trust. She withdrew for the meeting during the discussion and voting thereon.

Councillor Elaine Silverwood declared a personal and prejudicial interest in item 9 on the agenda in so far as it related to Lowther Trust. She withdrew for the meeting during the discussion and voting thereon.

2. Confirmation of Minutes

RESOLVED: To approve the minutes of the Tourism and Leisure Committee meeting held on 6 September 2018 as a correct record for signature by the Chairman.

3. Substitute Members

The following substitutions were reported under Council procedure rule 22(c):

Councillor Susan Fazackerley for Councillor Christine Akeroyd.

Councillor Karen Buckley for Councillor Brenda Blackshaw.

Councillor Elizabeth Oades for Councillor Jan Barker.

Variation of Business

At this juncture, the Chairman varied the order of the business on the agenda as set out below.

Information Items

10. Fylde Coast YMCA

Mr John Cronin, Chief Executive Officer of the YMCA Fylde Coast, was in attendance at the meeting to provide an overview of the latest developments by the YMCA in Fylde. In brief, the presentation covered what the YMCA does for young people; its outdoor education agenda; housing related matters; work undertaken in the past year relating to physical activities; statistical information; programmes/ events and future challenges. Mr Cronin also went on to clarify how contributions are secured from the town and parish councils.

At the conclusion of the presentation, members sought clarification on various matters. These were addressed in turn by Mr Cronin.

The Chairman, on behalf of the Committee thanked Mr Cronin for his attendance.

Decision Items

4. Budget Setting - Consideration of Revenue Bid

The Chairman, Councillor Little introduced the report relating to a proposed revenue growth bid for 2019/20 which fell within the Terms of Reference of the Committee.

Included as an appendix to the report were details of the proposed revenue growth bid (in the sum of £46,000) which related to two elements of Events Support. In brief, the bid sought to achieve a permanent post of Events Coordinator and increased financial support to enable the international Kite Festival to be suitably managed by Fylde Council.

Members commented on various aspects of the report including: rural Fylde tourism; visitor numbers at events; proposed job description of the Events Coordinator post and funding arrangements/contributions for events generally.

Following consideration of this matter, the committee RESOLVED: to recommend to the Budget Working Group the Events Support revenue growth bid as detailed in the report.

(Councillors Maxine Chew, Liz Oades and Elaine Silverwood requested that their names be recorded as having voted against the recommendation detailed above)

5. Budget Setting - Prioritisation of Capital Bids 2019/20

The Chairman introduced the report relating to the prioritisation of capital bids for 2019/20 which fall within the Terms of Reference of the committee.

In summary, the bids related to the following areas: Ashton Gardens - Adventure Playground Improvements; Ashton Gardens Nursery Depot Improvements; Access Control Measures at Blackpool Road North Playing Fields and King Georges V Playing Fields; Coastal Explorers Public Art Project (2020/21) and Coastal Signage Improvements.

The specific details/costings associated with each bid were included as an appendix to the report.

Members were invited to comment on the various schemes in turn and determine the associated order of priority. During the course of the presentation, Members commented on various aspects of the report including the coastal strategy signage and proposals for a rural strategy.

Following detailed consideration of this matter it was RESOLVED:

1. To support the Capital bids relevant to this Committee's Terms of Reference as detailed in Appendix A of the report for further consideration by the Budget Working Group.

Minutes - Tourism & Leisure Committee – 8 November 2018

2. That the Budget Working group be advised that the Committee's preference regarding the order of priorities is as follows: *(Priority 1 - Scheme 4)* Coastal Explorers Public Art Project (2020/21); *(Priority 2- Scheme 1)* Ashton Gardens - Adventure Playground Improvements *(Priority 3- Scheme 2)* Ashton Gardens Nursery Depot Improvements; *(Priority 4 - Scheme 5)* Coastal Signage Improvements; *(Priority 5- Scheme 3)* Access Control Measures at Blackpool Road North Playing Fields and King Georges V Playing Fields, Heeley Road.

6. Events Support Funding

Further to the request of the Tourism and Leisure Committee at its last meeting, an updated report was presented to members on the effectiveness and impact of the events support budget. The report (as presented by Tim Dixon, Tourism and Cultural Services Manager) provided an overview of the events support budget; the review arrangements and the sums granted in the last three years.

Members were reminded that the current annual revenue budget in place to support events around Fylde is £8,000 and that a robust set of criteria for the allocation of these funds had been in place for a number of years.

Details with regard to current policy, criteria and process for deciding upon events support together with details of various allocations made over the years were set out in the report.

Following consideration of this matter it was RESOLVED:

1. That the current budget of £8,000 per annum to support events remains unchanged and is reviewed again in 2020 / 2021.
2. That the current criteria and process for deciding upon events support is updated to emphasise the need to focus on events that are innovative and that are self-sufficient within a reasonable period of time.

7. Mobile Tourist Information Centre

Further to the decision of the Tourism and Leisure Committee at its meeting held on 8 March 2018, Tim Dixon (Tourism and Cultural Services Manager) presented an updated report on the effectiveness of the weekend opening (during the summer season) of the Tourist Information Desk at Fylde Town Hall and the seasonal Tourist Information desk at Lytham Windmill.

Mr Dixon stated that in general, the visitor numbers attending the Town Hall at weekends had been very low even at times when foot fall in the town was high despite promotion via social media, signage, press coverage and web coverage. He stated that the majority of the few interactions were not tourism related and the service was not offering value for money nor achieving the required objective to deliver a tourist information offer.

Mr Dixon further reported that the option of a mobile tourist information trailer to take the service to destination points and people across the whole of the Borough and beyond had been proposed and piloted at a range of locations and high profile events during July and August 2018.

Members were advised that the mobile unit had been a major success with a high volume of engagement and interactions with visitors and residents on issues that are tourism related.

Included as an appendix to the report were photos depicting the TIC mobile unit.

Following consideration of this matter it was RESOLVED:

1. That the committee support a full season pilot in 2019/20 of the Mobile Tourist Information Unit to be delivered from in year efficiency savings.
2. That the single fixed point service pilot at the Town Hall is discontinued to allow resources to be dedicated to the mobile unit.

(Prior to the consideration and voting on items 8 and 9 below, Councillor Elaine Silverwood left the meeting)

8. Outside Body Addition – Lytham Hall Partnership

Following introductions by the Chairman, Allan Oldfield, Chief Executive was invited to present the report. The report (as circulated) provided details of a request to include the newly formed Lytham Hall Partnership on the list of Outside Bodies for Fylde Council. Details of the partnership which had emerged from the discussions between the landlord (Lytham Town Trust), the tenant (Heritage Trust North West) and the Council were included in the report.

Further to the above, the committee was asked to recommend a mutually acceptable and appropriate representative on behalf of Fylde Council in the event that the Lytham Hall Partnership is established as an outside body.

Following consideration it was RESOLVED:

1. To recommend to Full Council that the Lytham Hall Partnership is added to the approved list of Outside Bodies for Fylde Council.
2. To recommend to Full Council that Councillor Richard Fradley to be appointed as the Council's representative on Lytham Hall Partnership.

9. Outside Bodies – Vacancies

The Vice- Chairman, Councillor Vince Settle was in the Chair during the consideration and voting on this matter.

Following introductions by the Vice -Chairman, it was RESOLVED:

1. To recommend to Full Council that Councillor Shirley Green be appointed to the Fylde Coast YMCA Partnership Board Outside Body.
2. To recommend to Full Council that Councillor Roger Small be appointed the Lowther Trust Outside Body.

Fylde Borough Council copyright [2018]

You may re-use this document/publication (not including logos) free of charge in any format or medium. You must re-use it accurately and not in a misleading context.

The material must be acknowledged as Fylde Borough Council copyright and you must give the title of the source document/publication.

Where we have identified any third party copyright material you will need to obtain permission from the copyright holders concerned.

This document/publication was also available on our website at www.fylde.gov.uk

Any enquiries regarding this document/publication should be sent to the Town Hall, St Annes Road West, St Annes FY8 1LW, or to listening@fylde.gov.uk.