

Economy & Tourism Overview & Scrutiny Panel, 5 October 2011

**ECONOMY AND TOURISM OVERVIEW & SCRUTINY PANEL
5 October 2011**

PRESENT:

PANEL MEMBERS: Councillor Bob Chapman - Chairman; Councillor Philip Stanley-Watts - Vice-Chairman; Councillors Carol Ainge, Amadeo Angiolini, Anninna Davie, Jane Kelly, Roger Marley, Chris Mayne, Lawrence Williams

CO-OPTED MEMBERS -

Professor John Fletcher, Bournemouth University

ALSO PRESENT: Councillor Peter Charon - Leader of the Council; Councillor John Beesley - Deputy Leader of the Council and Cabinet Member for Resources; Councillor Rod Cooper - Cabinet Member for Economy, Leisure and Tourism.

ALSO ATTENDING

Andrew Emery	Service Development Manager, Seafront
Jaine Fitzpatrick	Overview & Scrutiny Manager
Peter Gunn	Chief Executive, BH Live
Gary Josey	Service Director, Housing Landlord & Parks
Ian Kendall	BH Live Partnership Manager
Caroline Peach	Principal Planning Officer, Urban Renewal & Design
Chris Saunders	Business Development Manager, Seafront
Mark Smith	Service Director, Tourism & Corporate Communications

The meeting commenced at 6:00 p.m.

Note: To see a copy of the public reports that were considered by the Panel at this meeting please visit:

http://www.bournemouth.gov.uk/main/Minutes_Agendas/EconomyTourismOverviewScrutinyPanel.asp

SECTION I - BUSINESS RECOMMENDED TO THE COUNCIL

No items

SECTION II - BUSINESS DECIDED UNDER DELEGATED POWERS

15. APOLOGIES

Apologies were received from Councillor Mark Battistini and James Eels of Bournemouth Tourism Management Board - BTMB.

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16. SUBSTITUTE MEMBERS

Councillor Chris Mayne was substituting for Councillor Mark Battistini for this meeting of the Panel.

17. DECLARATIONS OF INTEREST

Members declared the following interests in relation to the item on BH Live - one year on -

- Councillor Bob Chapman and Councillor Lawrence Williams - personal and prejudicial interest - as the Elected Members appointed by the Council to serve on the BH Live Trust Board
- Councillor Roger Marley - personal and prejudicial interest - as part-time employee of BH Live

Note - In accordance with the Local Code of Conduct, Part 2, Paragraph 12 (2), those Members with a prejudicial interest were entitled to attend the meeting for this item for the purpose of making representations, answering questions and giving evidence, as would a member of the public.

18. SIGNING OF MINUTES

DECISION MADE:

That the minutes of the meeting held on 27 July 2011 be agreed for signing by the Chairman.

19. PUBLIC ISSUES

There were no public issues to report at this meeting.

20. REVIEW OF CO-OPTED REPRESENTATIVES 2011

The Overview and Scrutiny Manager reported on the results of a review of all overview and scrutiny panels and their co-opted representatives. The aim of the review had been to clarify the roles and responsibilities of the co-opted members, and ensure that the Council was making the best use of its external representatives.

The Overview and Scrutiny Manager reported that the response rate to the survey had been pleasing. She highlighted some of the key issues which had emerged from the review, including divided opinions over the value of having permanent co-opted members, their levels of contribution and influence, and a general lack of understanding and knowledge of the process.

The Overview and Scrutiny Manager responded to questions about the review, and the following three options for Members to consider -

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1. No change - retain permanent members and invite to all meetings
2. No longer have any co-opted representation on overview and scrutiny
3. Transfer existing and recruit and retain a pool of community representatives whose knowledge and expertise can be called on by overview and scrutiny when considering particular areas of work in and outside of the formal meeting environment

She assured Members that the changes proposed in Option 3 would not result in the loss of the knowledge and expertise of current co-opted representatives, rather it would ensure that this was put to best use as and when the Panel required. Panel members and officers expressed a range of views in support of Options 1 and 3. The Panel acknowledged the value of co-opted members and therefore discounted Option 2.

The Panel noted that the results would be reported to all the overview and scrutiny panels before deciding on a preferred option.

DECISION MADE:

Having considered the results of the review the Panel did not have a single preferred option, but it did support the retention of co-opted representation on overview and scrutiny.

21. SEAFRONT MASTER PLAN - REGENERATION AND THE FUTURE

The Panel received an update from the Service Development Manager - Seafront, and the Principal Planning Officer in Urban Renewal and Design, on the Seafront Master Plan, a long term vision for Bournemouth's main asset, the seafront.

The Service Development Manager explained that the aim of the Seafront Master Plan was to ensure that all Council departments involved in 'the seafront', such as parks and open spaces, sport and recreation, urban design, planning, and seafront services, took a joined up approach to identify the key issues and opportunities for regeneration and development in the future.

The Council was keen to engage with its stakeholders, including Bournemouth Tourism Management Board. There would be opportunities to engage with the Panel to seek its views and ideas, if Members were interested in being involved in this work.

Officers responded to questions from the Panel, and the main points raised were -

- Boscombe Spa Village - BSV - is an excellent model to build on
- Regeneration should be joined up rather than piecemeal
- There may be opportunities to brand different areas of the seafront to provide each with a distinctive identity

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- The seafront is the most popular open space for residents
- The seafront attracts around 4.5 million people which makes it one of the UK's major attractions
- Displacement of visitors is difficult to measure
- Bournemouth did not attract DEFRA funding for sea defences, like other resorts, as its shoreline management plan favoured beach replenishment measures rather than sea walls and other such structures. Other resorts were able to use this funding to enhance the public realm. But Bournemouth had a less harsh, more natural look.
- Build up of sand across the promenade was a major challenge
- There may be opportunities to extend facilities on the seafront all year round - BSV is a good example of how a range of offers can provide greater flexibility

Professor Fletcher reported that Bournemouth University was undertaking a data collection exercise in relation to an area of the seafront, and he agreed to contact officers to take this forward.

DECISION MADE -

The Panel agreed that it would like to be engaged in proposals for the future development of the seafront and asked the Overview and Scrutiny Manager to contact the Service Development Manager to discuss ways in which Members can get involved.

22. BH LIVE - ONE YEAR ON

The BH Live Partnership Manager and the BH Live Chief Executive gave the Panel an update on the progress of BH Live in its first year of operation. Members noted that the Panel would be presented with the formal annual report in due course.

The BH Live Partnership Manager explained that the Council had entered into a 25 year agreement to work in partnership with BH Live to maximise its assets, and meet the three main objectives of - increased participation, higher audience figures, and greater economic benefit. The Council's role was that of landlord, and safeguarding investment for the public. The Partnership manager explained his role in acting on behalf of the Council, and the role of the BH Live Trust Board, which included Elected Member appointees.

Key achievements in the first year of BH Live included -

- Over £20million annual turnover
- Successful transfer of staff from the Council to BH Live
- Achieving charitable status and securing associated rate relief
- Opening of Pelhams Leisure Centre
- Success of Pavilion Dance Centre and other examples of working in partnership

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- First year accounts signed off and all partnership agreement commitments met

The Chief Executive of BH Live explained his role and how BH Live was structured. He provided a brief summary of how the partnership was formulated from 2009 onwards. His main aims in the first year were to provide sustainable services for the town, ensure a seamless transfer for staff and a smooth transition for customers/partners. His report on the first year included the following points -

- £11,000 in additional ticket sales for the Pavilion - over £500,000 overall for BIC and Pavilion
- 60,000 ice rink users - mainly local residents and young people
- Major conferences - quieter this year but very good bookings for next year, and Labour Party Conference confirmed in 2013
- Over 400 major events held
- 1.7 million+ visits to BH Live leisure centres - opening of Pelhams, achieving health partnership award, and Quest status retained
- Success of Pavilion Dance Centre
- Refurbishment of the Tregonwell Hall, BIC

The Chief Executive reported that BH Live was not immune to the current economic climate and its impact on customer demand, but was positive in how it was planning for the future. He explained how the decision to take catering facilities back 'in house' from July this year had resulted in BH Live now having the highest catering turnover in the South West. BH Live was considering options to expand its catering arm to support other operators in the Bournemouth area. As a not for profit organisation this would result in any profits being reinvested in BH Live and its assets.

BH Live was working with partners on a range of proposals, including promoting the benefits of physical activity, contributing to the Business Improvement District (BID) process, developing Littledown Park as a destination in its own right, and opening a training academy for staff from BH Live and other organisations.

The BH Live Partnership Manager and Chief Executive responded to questions from the Panel on the benefits of operating as a Trust, the increasing confidence of staff in how the organisation operates, making Bournemouth destination-focused as a conference venue, and ensuring hotel stock meets visitor requirements.

DECISION MADE -

The Panel congratulated the BH Live Partnership Manager and the Chief Executive of BH Live on the achievements of BH Live in its first year of operation, and looked forward to receiving the formal annual report in due course.

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23. PROPOSED NAVITAS BAY WIND PARK - UPDATE ON TASK AND FINISH GROUP

Councillor Philip Stanley-Watts gave an update on the work of the Task and Finish Group to date. He explained that the Group was in the early stages of a scoping report, which would include details of how the Group intended to involve stakeholders.

The Leader of the Council gave an overview of the consultation process, which was did not formally commence until Spring 2012. He explained that the process thereafter was clearly set out. The Council would have the opportunity to express its views and these must be taken into account before any decisions are made. He confirmed that as an offshore development the application would be determined by the Secretary of State for Energy and Climate Change. He advised that the Council may have more influence by holding constructive discussions with Eneco, the applicant, rather than taking a confrontational approach.

The Panel discussed the challenges in identifying meaningful comparisons with other wind parks and the difficulty in quantifying the loss of view from various vantage points within the area affected by the location of the proposed wind park.

DECISION MADE -

The Panel noted the progress of the Task and Finish Group and the updates given at the meeting.

The meeting closed at 7.28pm

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Please note that the next meeting of the Economy & Tourism Overview and Scrutiny Panel will be at the Town Hall at 6:00 pm on Wednesday 18 January 2012. It is recommended that you double check this information with Jill Holyoake nearer the scheduled date of the next meeting in case the arrangements have been changed.