

BATH AND NORTH EAST SOMERSET

ECONOMIC AND COMMUNITY DEVELOPMENT POLICY DEVELOPMENT AND SCRUTINY PANEL

Wednesday, 5th October, 2011

Present:- Councillors Robin Moss (Chair), Ben Stevens (Vice-Chair), Patrick Anketell-Jones, Brian Simmons, Michael Evans, Lisa Brett and Manda Rigby

Also in attendance:

11 WELCOME AND INTRODUCTIONS

The Chairman welcomed everyone to the meeting.

12 EMERGENCY EVACUATION PROCEDURE

The Democratic Services Officer drew attention to the emergency evacuation procedure.

13 APOLOGIES FOR ABSENCE AND SUBSTITUTIONS

There were none.

14 DECLARATIONS OF INTEREST UNDER THE LOCAL GOVERNMENT ACT 1972

There were none.

15 TO ANNOUNCE ANY URGENT BUSINESS AGREED BY THE CHAIRMAN

There was none. The Chairman reminded the Panel that the Community Safety seminar (for Panel Members only) will take place on Tuesday 1st November at 9.30am.

16 ITEMS FROM THE PUBLIC OR COUNCILLORS - TO RECEIVE DEPUTATIONS, STATEMENTS, PETITIONS OR QUESTIONS RELATING TO THE BUSINESS OF THIS MEETING

There were none .

17 MINUTES

The Panel confirmed the minutes of the previous meeting as a true record and they were duly signed by the Chairman.

18 COMMUNITY SAFETY PLAN: EARLY INTERVENTION WORK WITH YOUNG PEOPLE (30 MINUTES)

The Chairman invited Simon Selby (Youth Strategy Officer with Avon and Somerset Constabulary) to give a presentation named 'A brief overview of Youth Strategy within the Bath and North East Somerset area' (available at Democratic Services minute book).

Simon Selby highlighted the following points in his presentation:

- Some Myth Busting – The Kids Are Alright!
- A quote from the Avon and Somerset Constabulary's Children and Young People's Policy
- Introducing 'Under The Influence' educational package
- The scale of problem
- How can we be so sure it will work?
- Bath police Station's Work Experience Programme
- Work Experience Timetable for E District; and
- Volunteering

The Panel asked the following questions and made the following points:

Members of the Panel were impressed with Simon Selby's enthusiasm and commitment to the work with young people. The Panel was also informed that Simon Selby is the only officer for the Bath and North East Somerset area working on that project and that he was not only providing the education but also running a number of projects in terms of the early intervention with young people.

Simon Selby offered to Members to come and visit him in Radstock station where he will show them all the projects, strategies and initiatives on early intervention. His contact number is 07768598106.

The Panel asked if the Police had found the way to monitor Blackberry messaging in the same way they did with Twitter and Facebook.

Simon Selby replied that Blackberry messaging had been looked nationally at the moment and for that reason he would not be able to comment further on that subject.

The Panel said that it was interesting how the Police got young people to volunteer and participate in different programmes/initiatives. The Panel asked how young people from hard to reach groups got involved.

Simon Selby replied by saying that the question should be why there are hard to reach groups. It could be because of the perception on young people or because they, young people, were told that they cannot do things. Simon Selby said that with the right approach everyone could get engaged.

The Panel thanked Simon Selby for the attendance and for sharing his enthusiasm with Members.

It was **RESOLVED** to note the presentation.

19 COMMUNITY SAFETY PLAN: TACKLING LOCAL CONCERNS THROUGH IDPARTNERS (30 MINUTES)

The Chair invited Sue Tilley (Community Manager for Partnership Delivery) and Tim Harris (Anti-Social Behaviour Co-ordinator) to introduce the report.

Tim Harris gave a presentation called 'IDPARTNERS – Problem Solving Process' (available at Democratic Services minute book) where he highlighted the following:

- IDPARTNERS
- Why IDPARTNERS
- The Impact Scale
- IDPARTNERS Process
- IDPARTNERS Training
- IDPARTNERS Problem Solving Processes (PSP's)
- Weston Village IDPARTNERS
- Youth Programme in Weston

Tim Harris informed the Panel that further dates for the Problem Solving training will be available after, or around, Christmas time.

The Panel asked the following questions and made the following points:

Councillor Lisa Brett asked why representative/s from young people and victim support were not amongst Weston Village IDPARTNERS.

Tim Harris responded that parents represented young people for the first meeting and that young people and victim support representatives will be invited for future meetings.

It was **RESOLVED** to note the presentation and that the future dates of the Familiarisation/Problem Solving training be sent to all Ward Councillors, Town Councils and Parishes.

20 PRESENTATION ABOUT THE TOURISM IN BATH AND NORTH EAST SOMERSET (30 MINUTES)

The Chairman invited David Lawrence (Divisional Director for Tourism, Leisure and Culture) to give a presentation named 'Marketing of Bath and North East Somerset through a public/private sector partnership' (available at Democratic Services minute book).

Councillor Cherry Beath (Cabinet Member for Sustainable Development) informed the Panel that the presentation will be looking into the Tourism for the whole Bath

and North East Somerset area. The presentation will be mainly focused on Bath as tourism in Bath generates main income for the area. Councillor Beath also mentioned the progress with the Norton Radstock Regeneration project in terms of setting the economic forum with the Town Council, local people and businesses.

David Lawrence highlighted the following points in his presentation:

- Where is B&NES
- A City with World Heritage Status
- Value to the Council
- Gross Numbers
- Visitor profile
- Events and Festivals
- Driving more visitors
- Bath Area Tourism statistics
- Marketing the Destination by working in Partnership
- PR & Communication
- Conference Marketing
- Bath Tourism Information Centre (2nd busiest TIC in the UK)
- Council's Contribution; and
- What some celebrities said about Bath

The Panel asked the following questions and made the following points:

The Panel asked what will be done to mitigate the threat of having less tourists visiting Bath during the Olympic Games in London.

David Lawrence replied that Glastonbury festival will not be happening next year because of Olympics. There are plans for an event on Bath Racecourses and whole series of other events which will be announced next month.

The Panel asked if the list with attractions outside Bath is available in the Tourist Information Centre and what was hotel occupancy like at the moment.

David Lawrence replied that the list of attractions outside Bath is available for tourists. The current hotel occupancy is not that great (78%) although much better than Bristol (40%).

Councillor David Dixon (Cabinet Member for Neighbourhoods) and Councillor Beath suggested to Panel Members to look at the Visitors Accommodation Strategy in order to get the picture what visitors want and what their needs are for staying in Bath.

The Panel agree to have a report on hotel occupancy for the whole Bath and North East Somerset area at one of the future meetings.

David Lawrence said that Bath is currently going down on the league table in terms of the occupancy because of the current trend where big cities such as Liverpool and

Manchester are progressing on the league table due to their city centre regenerations.

The Panel asked about emerging economies/countries that are coming to Bath recently.

David Lawrence replied that there was an increase in American tourists. One of the interesting trends was the boom of the Chinese market. The city responded to that trend and Roman Baths were seen as the most Chinese friendly spot in the world. David Lawrence also said that there was a significant interest from Mumbai lately.

The Panel asked about the Anti-Social Behaviour impact on tourism in Bath.

David Lawrence responded that the Anti-Social Behaviour does have an impact on tourism in Bath. However, Bath has some measures in place to reduce Anti-Social Behaviour (taxi marshals, etc). Bath has won Purple Flag award for the management of the night time economy.

The Panel asked if the risk assessment had been done in terms of the currency rates considering that 1 in 3 visitors is from overseas.

David Lawrence replied that we do track fluctuation currency rates on weekly basis and that we do realise that it is a volatile business.

The Panel asked why Bath would be affected with the Olympics in London.

David Lawrence replied that Barcelona had been taken as an example. During the Olympic Games there was a significant drop in visits to other attractions and places in Spain.

It was **RESOLVED** to:

1. Note the presentation; and
2. Receive a report on the Hotel Occupancy in Bath and North East Somerset area at one of the future meetings.

21 COMMUNITY ASSETS (30 MINUTES)

The Chair invited Andy Thomas (Group Manager for Partnership Delivery) and Malcolm Grainger (Group Manager – Asset Review) to introduce the report and take the Panel through the Community Right to Buy flowchart (available at Democratic Services minute book).

The officers informed the Panel that the Localism Bill is expected to receive Royal Assent by the end of this year and the commencement of the Bill/Act would be in April or September next year.

Members of the Panel and officers debated the possible scenarios for the Community Right to Buy assets and came to conclusion that the Panel should

receive a further report on the operation of the Community Right to Buy (including the guidance and criteria used) when the provisions in the Localism Bill are finalised.

It was **RESOLVED** to note the Community Right to Buy flowchart and to receive a further report on the operation of the Community Right to Buy (including the guidance and criteria used) when the provisions in the Localism Bill are finalised.

22 WORKPLAN

It was **RESOLVED** to note the workplan with the following additions to it:

- Hotel Occupancy in Bath and North East Somerset – date to be confirmed
- Community Right to Buy further update – date to be confirmed

The meeting ended at 3.55 pm

Chair(person)

Date Confirmed and Signed

Prepared by Democratic Services