CABINET MEMBER FOR ECONOMIC DEVELOPMENT, PLANNING AND TRANSPORTATION
15th December, 2009

Present:- Councillor Smith (in the Chair); Councillors Walker.; together with Councillors Dodson and Pickering

An apology for absence was received from Councillor Swift.

G86. REPORT RE: OPENING OF TENDERS

Resolved:- That the action of the Cabinet Member on 10th November, 2009 in opening the following tenders be noted:-

- Former Eastwood Day Centre and Land adjacent Chesterton Road, Eastwood Trading Estate

G87. MINUTES OF A MEETING OF THE TOURISM PANEL HELD ON 2ND NOVEMBER, 2009

TOURISM PANEL
2nd November, 2009

Present:- Councillor Smith (in the Chair); Councillors Austen , Boyes., St. John and Walker.

together with:-

Joanne Edley	Tourism Manager
Chris Lee	Work experience
Julie Williamson	Dearne Valley College
Matthew Beck	Chief Executive, MAGNA
Stuart Jenkinson	Dearne Valley Green Heart Partnership
Tom Waldron-Lynch	Hellaby Hall Hotel

G87(21) APOLOGIES FOR ABSENCE

Apologies were received from:-

Bernard Jones	South Yorkshire Transport Museum
Marie Hayes	Events and Promotions Service Manager
Councillor R. Littleboy	
Stuart Reaney	Chesterfield Canal Partnership
Julie Roberts	Town Centre and Markets Manager

G87(22) MINUTES OF THE PREVIOUS MEETING HELD ON 13TH JULY, 2009

Consideration was given to the minutes of the previous meeting of the

Tourism Panel held on 13th July, 2009.

Resolved:- That the minutes be approved as a correct record.

G87(23) MATTERS ARISING

There were no matters arising from the previous minutes.

G87(24) DEARNE VALLEY GREEN HEART PARTNERSHIP, SUSTAINABLE TOURISM PROJECT

Stuart Jenkinson, Dearne Valley Green Heart Partnership, spoke to Members of the Panel about the Sustainable Tourism Project centred on the Dearne Valley, and provided a handout.

He explained that he was seconded from the Environment Agency to this project

The partnership comprised the Environment Agency, Natural England, RSPB, Barnsley, Doncaster and Rotherham Councils and number of other stakeholders, together with Yorkshire Forward and other organisations for specific schemes.

The partnership was also working closely with the Dearne Valley Eco Vision.

The key aim of the project was to provide environmental improvements to stimulate tourism, and this was through three main areas of activity:-

- Habitats and places
  The partnership aimed to build on the success of existing green assets, with particular reference to the vastly improved quality of the River Dearne and to increases in fish and wildlife Green network; RSPB Old Moor and the Trans Pennine Trail.

  It was proposed to enhance wildlife habitats, washlands, paths and cycleways and heritage features. The washlands would be managed for wildlife, recreation (including canoeing) and for flood management.

- Green Network
  The aim would be to encourage people to rediscover the country on their doorstep by improving access for all, with 15 miles of new routes identified based on connections to the Trans Pennine Trail and existing paths etc. It was also proposed to create cycle hubs and promote the health benefits of activity.

- People and communities
  The aim was to make the Dearne Valley a unique destination in South Yorkshire for outdoor recreation such as walking, cycling, bird watching and angling; encouraging tourism to bring about economic benefits.

Funding would be from a variety of sources including Access to Nature (Lottery), Landfill Tax Credit scheme and European funding (ERDF).

Members present raised the following issues:-

- funding available for flood alleviation
- land ownership

- the need to link with the Council's Green Spaces Team
- interest and commitment of the other local authorities
- the growing media coverage of interest in the countryside
- inclusion in the Welcome to Yorkshire funding bid
- linkage with the new Park Inn hotel

Agreed: That Stuart be thanked for his informative presentation and the Panel receive an update on progress in 2010.

G87(25) ITEMS RAISED BY INDUSTRY REPRESENTATIVES

The following items were raised:-

(i) 2010 Canal Festival

Joanne Edley, Tourism Manager, on behalf of Stuart Reaney, Chesterfield Canal Partnership reported on:-

"Next year's festival on the Chesterfield Canal will be jointly hosted by the Chesterfield Canal Trust and the Chesterfield Canal Partnership. The event will take place on the weekend of the 17th/18th July, 2010 on the sports field adjacent to Morse Lock, Worksop. Agreement has been reached with Worksop Rugby Club regarding the use of the field. Bassetlaw District Council will be making a significant contribution to the festival both in terms of helping with the organisation and in underwriting the cost. The Festival Director, Rod Auton of the Canal Trust, will be in contact with the Tourism Department at Rotherham in due course to see whether you wish to attend with a promotional stand at no cost. Whilst the event will be promoted nearer to the time in the usual way, it would be helpful if the tourism team in Rotherham were able to "spread the word" at this stage."

It was reported that the event could be promoted on the Council website.

The Chair referred to the aspirations of the partnership and their desire to safeguard the line of the canal for the future. The progress made over the years was acknowledged. However reference was made to the legislation surrounding the Local Development Framework.

(ii) Events at MAGNA

Matthew Beck reported on:-

- Success of Fairs Fayre
- Sports Personality of the Year at the Arena, Sheffield on 13th November. Magna would be hosting a Fashion Show with local sports personalities and being filmed by the BBC.
- Saturday 12th December - A Have A Go Day – with local sports stars
- 2010 Food and Drink Festival – preparations and discussions with Rotherham Markets team
- Corporate events:- December 2009 - Aviva national conference ; Kia car launch – January 2010; November 2009 – BMW

(iii) Dearne Valley College

Julie Williamson reported that the College had just been awarded the Matrix Quality Standard and wished to thank local employers, staff and students.

(iv) Contribution of Rother FM

Noted.

G87(26) ROTHERHAM WALKING FESTIVAL 2009 AND 2010

Consideration was given to a report presented by, the Tourism Manager, which detailed the evaluation of the 2009 Walking Festival, held between 29th June and 5th July, 2009.

Information was presented regarding:-

- Number of walks
- Participants
- New routes
- Promotion
- Evaluation

Reference was also Boats and Boots Extravaganza held at Kiveton Park.

Consideration was given to the proposed 2010 event and to the event taking place at a different time of the year. It was reported that bordering areas had been consulted about the date of their walking festival and it was suggested that Rotherham's 2010 Walking Festival take place between 8th and 16th May, 2010.

This change of date would enable the Festival to link to a joint walk with the Peak District and the Chesterfield Canal, and to an event being arranged by the Sports Development team. It was also possible that the date of the Rotherham Round Walk could be changed and other events by the Hospice and Bluebell Wood may be able to be added in.

It was however pointed out that promotional activity for the Festival was subject to the agreement of the Strategic Communications and Marketing Group.

Resolved:- (1) That the report be received and the contents noted by members.

(2) That the next Rotherham Walking Festival to be held from 8th May to 16th May 2010 and that this change of date be publicised in Rotherham News.

(2) That the Tourism Panel supports the bid to the centralised marketing budget for the 2010 Walking Festival promotional activity.

G87(27) UPDATE ON PROGRESS OF THE VISITOR ECONOMY AND TOURISM IN ROTHERHAM FROM APRIL TO OCTOBER 2009

Consideration was given to a report, presented by the Tourism Manager, relating to the end of life of the Rotherham Tourism Plan 2005-2008, and

to the production of a Draft Visitor Economy Plan 2008-2013 in its place.

Reference was made to the consultation that had taken place with partners.

It was reported that the VisitBritain strategy had now been formalised. It now needed Yorkshire South's Business Plan to feed into Rotherham's strategy.

Progress to date included;-

- Partnership work with Yorkshire South
- Welcome to Yorkshire
- Arrangements for the next meeting of the Tourism Forum, at the Park Inn, Manvers (7th or 10th December)
- Boston Castle – decision on the 2nd stage bid to the Heritage Lottery Fund was expected in December
- Raising Quality Standards – current position outlined and responses from establishments noted

It was also reported that Yorkshire Forward, through its Business Engagement Executives, had made available grant money to rural accommodation establishments. It was pointed out that this could include camp sites e.g. at Rother Valley Country Park. A brief outline was given of the process for dealing with requests for grants.

Resolved:- That the report be received and the contents noted.

G87(28) QUALITY STANDARDS AND THE POLICY OF PROMOTING ASSESSED ACCOMMODATION ONLY

Joanne Edley, Tourism Manager, reported on efforts to raise the % of establishments in the area to be assessed to 70% by the end of 2009. She confirmed that 50% of the properties had been seen and a grant had been offered to assist with the process. However, it was reported that many remained uninterested after the first year. It was pointed out also that it was not a legal requirement. It had been practice that only establishments that had been assessed would be included in advertising issued by the Tourism Service.

Those present discussed Quality standards and the policy of promoting assessed accommodation only.

Resolved:- That it be confirmed that the present practice of only including establishments that had been assessed in advertising issued by the Tourism Service should continue.

G87(29) HERITAGE OPEN DAYS

Consideration was given to a report, presented by the Tourism Manager, detailing the support given by the Tourism Service to the Heritage Open Days in Rotherham during 2009.

It was pointed out that the event in 2009 was the same weekend as Rotherham Show.

Heritage Open Days took place at 22 venues between 10th and 13th September and received approximately 3,000 visitors. In particular

Swinton St. Margaret's Church, in conjunction with its Flower Festival, attracted 1,500 visitors.

A promotional leaflet was produced and the event was advertised on the web page. It was pointed out that a bid would have to be made to the central promotional budget for the 2010 event.

Resolved:- (1) That the report be received, and the success of the Heritage Open Days be noted.

(2) That the bid to the central promotional budget to promote Heritage Open Days in Rotherham in 2010 be supported.

G87(30) MYSTERY SHOPPER RESULTS FOR ROTHERHAM VISITOR CENTRE FROM VISITBRITAIN

Consideration was given to a report, presented by the Tourism Manager, relating to the results of the annual Mystery Shopper exercise undertaken by Visit Britain in relation to the Tourist Information Centre.

Reference was made to the positive comments made in respect of:-

- Telephone enquiry
- Face to face enquiry/interaction with staff
- Email enquiry
- The overall good score

Reference was also made to the following recommendations set out in the Executive Summary of the report:-

- provision of information leaflets re: public transport: it was reported that this had been agreed with the SYPTE
- changing the facia and signage of the building: - noting that the Tourism Manager intended to challenge this
- encouragement to purchase additional services and products
- automated acknowledgement for all email enquiries:- it was pointed out that the Service was not in a position to action this recommendation at this time

Resolved:- That the report be received and contents noted.

G87(31) ANY OTHER BUSINESS

The following issues were reported:-

(i) production of Rotherham Mini Guide – Fun, Exciting, Welcoming

Copies of the leaflet were made available at the meeting, and received good comments from Members present.

(ii) Yorkshire South Tourism – update

Councillor Boyes and Tom Waldron-Lynch gave an update in respect of the current position of the local authority in relation to Yorkshire South. Reference was made to change of personnel/management and to significant meetings taking place shortly to sort out governance.

Reference was also made to Welcome to Yorkshire being the funding body, having been given the tourism funding from Yorkshire Forward.

Concern was expressed about how local authorities could have a voice, together with the role of elected members. The private sector also expressed concerns about % payments.

It was also pointed out that the Tourism Service, together with the industry representatives had received very short notice to put together a business plan/bid to Yorkshire South.

The opinion was expressed that the TV promotion of Yorkshire was going very well and the schemes and vouchers were also working well.

It was reported that to date at least 5,000 jobs were supported in Rotherham that were related to tourism.

G87(32) DATE, TIME AND VENUE FOR THE NEXT MEETING

Resolved:- That the next meeting of the Tourism Panel take place on MONDAY, 18th JANUARY, 2010 at 2 p.m. at Bailey House (room to be confirmed).

G88. MINUTES OF A JOINT MEETING OF THE CABINET MEMBER FOR ECONOMIC DEVELOPMENT, PLANNING AND TRANSPORTATION AND THE CABINET MEMBER FOR HOUSING AND NEIGHBOURHOODS HELD ON 4TH NOVEMBER, 2009.

Consideration was given to the minutes of a joint meeting of the Cabinet Member for Economic Development, Planning and Transportation and the Cabinet Member for Housing and Neighbourhoods held on 4th November, 2009 in respect of Land at Wadsworth Road,

Resolved:- That the contents of the minutes be noted.

G89. MINUTES OF A MEETING OF THE TRANSPORT LIAISON GROUP HELD ON 23RD NOVEMBER, 2009

Consideration was given to a meeting of the Transport Liaison Group held on 23rd November, 2009.

Resolved:- That the contents of the minutes be noted.

G90. HALL STREET, ROTHERHAM TOWN CENTRE - PROPOSED AMENDMENTS TO PARKING RESTRICTIONS

Consideration was given to a report, presented by the Principal Traffic Officer, in respect of receipt of an objection, and other concerns, relating to a proposed amendment to a length of unrestricted parking on Hall Street in Rotherham Town centre. Reference was made to the plan

accompanying the report (Drawing No. 16/18/TT391HS2) which illustrated the proposals.

It was explained that the objection had arisen as a result of implementing the changes to the controlled parking zone in the town centre. The details of the objection and other concerns were set out in the submitted report.

It was considered that, in view of the concerns expressed by the representatives of the mosque and that the operator of the haulage company appears to be operating satisfactorily with the waiting restrictions maintaining access to his premises, it would be prudent to leave the parking bay in its current position. The period that return is prohibited should be reduced from 3 hours to 2 hours to enable visitors to the Mosque to attend morning and afternoon prayers.

Resolved:- (1) That the objection be acceded to such that the area identified on the submitted plan for vehicles to park remains on the side of the road where it is currently located.

(2) That the time period that return parking is prohibited be amended to:- maximum stay one hour with no return within 2 hours.

G91. A57 WORKSOP ROAD - SHEFFIELD ROAD IMPROVEMENT - M1 JUNCTION 31 TO TODWICK CROSSROADS

Consideration was given to a report, presented by the Principal Engineer, seeking approval to acquire an additional parcel of land, as detailed on drawing No.122/A57.51/2009CPO2, by agreement and/or if necessary by compulsory purchase order in connection with the A57 Worksop Road-Sheffield Road Improvement Scheme.

It was explained that the land was required for the construction of the Scheme but was omitted from the schedules and plan in The Rotherham Borough Council (A57 Worksop Road-Sheffield Road Improvement M1 Junction 31 to Todwick Road Crossroads) Compulsory Purchase Order 2009 ("the CPO"). As land cannot be added to the CPO, a supplementary order was therefore required. The report detailed the reasons for the need to acquire the land for the scheme as a whole.

It was explained that this matter was urgent as the necessary advertisements needed to be placed in the press by 11 a.m. today.

Resolved:- (1) That, in exercise of its powers under Sections 239, 240, 246, 250 & 260 Highways Act 1980 and all other enabling powers and having regard to the "Convention rights" as applied by the Human Rights Act 1998, the Council makes a Compulsory Purchase Order entitled 'The Rotherham Borough Council (A57 Worksop Road-Sheffield Road Improvement M1 Junction 31 to Todwick Crossroads) Supplementary Compulsory Purchase Order 2009', for the acquisition of land and interests shown on the CPO drawing No. 122/A57.51/2009CPO2 which is

required for the widening of the A57 Sheffield Road/Worksop Road from a single carriageway to a dual carriageway;

(2) That the Assistant Chief Executive Legal and Democratic Services be authorised to affix the Common Seal of the Council to the said Supplementary Compulsory Purchase Order;

(3) That the Assistant Chief Executive Legal and Democratic Services submit the said Order to the Secretary of State;

(4) That the Strategic Director for Environment and Development Services pursue the acquisition of land and interests by agreement wherever possible and deal with all issues of compensation for any land or interest acquired compulsorily or by agreement;

(5) That the Strategic Director for Environment and Development Services and the Assistant Chief Executive Legal and Democratic Services prepare and issue all associated documents and publish and serve all necessary notices and thereafter take all necessary steps including the conduct of a Public Inquiry to obtain the confirmation of the Supplementary Compulsory Purchase Order by the Secretary of State;

(6) That the Strategic Director for Environment and Development Services approve any modification to the Compulsory Purchase Order (including deletion of any land therefrom) as may be found to be appropriate following consultation;

(7) That the agreement of the Mayor be sought to exempt these decisions from the provisions of the call in procedure on the grounds that they are urgent as additional delay could set back, or result in the loss of the scheme, and therefore seriously prejudice the public interest.

(In view of the reported urgency of this matter, the permission of the Mayor was sought, and granted, to exempt this item from the Call-in process.)

G92. EXCLUSION OF THE PRESS AND PUBLIC

Resolved:- That, under Section 100A(4) of the Local Government Act 1972, the press and public be excluded from the meeting for consideration of the following items of business on the grounds they involve the likely disclosure of exempt information as defined in Paragraph 3 of Part I of Scheduled 12A to the Local Government Act 1972 (as amended March 2006) (business/financial).

G93. BUSINESS VITALITY GRANT

Consideration was given to a report, presented by the Assistant Town Centre Manager, seeking approval to award Rental Contribution and

Capital Grant, under the Town Centre Business Vitality Scheme, to support a project relating to the use of four retail units within Imperial Buildings, Rotherham, for the sale and display of art and craft work and retailed material, and for use of the atrium within Imperial Buildings for art related events and displays.

It was explained that an application had been made by a local organisation that promoted and supported professional artists living and working in Rotherham. The application covered 4 retail units together with the central atrium space.

It was confirmed that the application had been considered by the established Grants Panel and was supported.

Details of the proposed rental contribution and capital grant were set out in the submitted report.

It was anticipated that the units would be ready for occupation by the end of January or early February 2010

Resolved:- (1) That Rental Contribution be awarded to this project to provide a contribution of 50% of annual rent in year one, and 25% of annual rental in year two.

(2) That a Capital Improvement Grant be awarded to this project to cover 75% of total cost of eligible works (excluding vat), up to a maximum grant payment of £7,500 to include fitting out, sign writing, and purchase of furniture, subject to the submission and approval of satisfactory specifications and quotations.

G94. REQUEST FOR APPROVAL TO PLACE ORDER FOR WORKS AT THE TOWN HALL

Consideration was given to a report, presented by the Project Manager, seeking authority to accept the tender for the refurbishment and construction works at Rotherham Town Hall.

A programme for the works was set out in the submitted report, together with financial information. It was explained that some options within the tender had been excluded in order to bring the tender within the approved expenditure.

A brief update on progress with works to Doncaster Gate and the Eric Manns buildings was also given.

Resolved:- That the adjusted tender, in the sum of £2,340,000, submitted by Mansell Build Ltd, dated 4th December, 2009 be accepted.