

## TOURISM PANEL

**Venue:** Town Hall,  
Moorgate Street,  
Rotherham.

**Date:** Monday, 15th September, 2008

**Time:** 2.00 p.m.

## A G E N D A

1. To determine if the following items are likely to be considered under the categories suggested in accordance with the Local Government Act 1972.
2. To determine any item which the Chairman is of the opinion should be considered as a matter of urgency.
3. Apologies for Absence.
4. Minutes of the previous meeting held on 14th July, 2008. (copy attached) (Pages 1 - 5)
5. Matters Arising.
6. Yorkshire South Tourism Update.  
Richard Jones, Chief Executive Yorkshire South Tourism, to report.
7. Items raised by Industry Representatives.
8. Rotherham Walking Festival Survey Findings. (report attached) (Pages 6 - 14)  
Michelle Mellor, Assistant Tourism Officer, to report.  
- to report the findings of the survey.
9. Heritage Open Days - 11th to 14th September, 2008.  
Joanne Edley, Tourism Manager, to report.
10. Local Residents' Campaign.  
Joanne Edley, Tourism Manager, to report.
11. Rotherham in Bloom.  
Michelle Mellor, Assistant Tourism Officer, to report.
12. Any Other Business.
13. To agree the Date, Time and Venue for the next meeting.  
MONDAY, 20<sup>TH</sup> OCTOBER, 2008 at 2.00 p.m. at the Town Hall, Moorgate Street, Rotherham.

**TOURISM PANEL  
MONDAY, 14TH JULY, 2008**

Present:- Councillor Walker (in the Chair); Councillors Boyes.

together with:-

Joanne Edley	Tourism Manager
Marie Hayes	Events and Promotions Service Manager
Michelle Mellor	Assistant Tourism Officer
Lizzy Alageswaran	Principal Officer – Community Arts
Dawn Campbell	Events and Promotions Officer
Matthew Beck	Chief Executive, MAGNA
and	
Richard Jones	Yorkshire South Tourism
Carol Bowser	Winthrop Park – Nature Therapy Community Park

Apologies for Absence were received from:-

Councillor Jane Austen	
Councillor Reg Littleboy	
Councillor Gerald Smith	Cabinet Member for Regeneration and Development
Elenore Fisher	Cultural Services Manager
Julie Roberts	Town Centre Manager
Natalie Haynes	Holiday Inn
Bernard Jones	South Yorkshire Transport Museum
Tom Waldron-Lynch	Hellaby Hall Hotel

**12. GUIDED TOUR OF WINTHROP PARK, SECOND LANE, WICKERSLEY**

Before the meeting began, members of the Tourism Panel undertook a guided tour of Winthrop Park, which had been developed during the past three years as a nature therapy community park.

**13. APPOINTMENT OF CHAIRMAN AND VICE-CHAIRMAN**

The appointment of the Chairman and the Vice-Chairman for the 2008/2009 Municipal Year was deferred until the next meeting. It was agreed that Councillor Sheila Walker should chair this meeting.

(Councillor Sheila Walker in the Chair)

**14. MINUTES OF THE PREVIOUS MEETING HELD ON 2ND JUNE, 2008**

Consideration was given to the minutes of the previous meeting of the Tourism Panel held on 2<sup>nd</sup> June, 2008.

Agreed:- That the minutes be agreed as a correct record.

**15. MATTERS ARISING**

Item 10(i) Promotions to potential European Visitors

This matter was being revisited.

**16. ITEMS RAISED BY INDUSTRY REPRESENTATIVES**

Discussion took place on the following items:-

(a) There was an increased number of visitors to the MAGNA Centre, as well as more events taking place there.

(b) Hoteliers seemed to be having a difficult time at the moment.

(c) It was anticipated that the Rotherham College of Arts and Technology would relocate some of its activities to the MAGNA Centre.

(d) There should be more championing of the successes of local industry (eg: steel work for the new roof of the Wimbledon tennis stadium and the London Assembly building).

**17. YORKSHIRE SOUTH TOURISM - GUEST SPEAKER - RICHARD JONES**

The Tourism Panel welcomed Richard Jones, Chief Executive Officer of the Yorkshire South Tourism organisation, who spoke about the following issues:-

- in order to improve investment in Yorkshire's tourist economy, Yorkshire Forward would provide £5 millions to £10 millions during the three years' period 2009-2012 (to be spent on, for example, development of local product offer; business support; sports and other events marketing); there was better recognition of local authority spending on tourism initiatives; there would be one-for-one match funding of local authority

- Yorkshire Forward was inviting bids for proposed tourism schemes by 8<sup>th</sup> September 2008;

- Sheffield Hallam University was undertaking studies to determine the size of South Yorkshire's visitor economy, including the definition of a 'day visitor'; 40% of the visitor economy was due to business tourism;

- European Objective 1 funding was available for tourism schemes and proposals, with bids from Area Tourism Partnerships to be submitted before 31<sup>st</sup> December 2008; the funding allocated would have to be spent by 31<sup>st</sup> March 2009;

- in terms of local identity, the Panel noted the limited use of the 'Yorkshire Flag'.

Richard Jones was thanked for his contribution to the meeting.

**18. YORKSHIRE TOURISM AUTHORITY AND YORKSHIRE TOURISM OPERATORS' GROUP - MEETINGS PAPERS ON PROPOSED REVIEW OF TOURISM IN YORKSHIRE - UPDATE**

The Tourism Panel considered papers which included details of the revised principles and governance of the Yorkshire Tourism Network. It was noted that a Councillor would have to be nominated as Rotherham's representative on the Yorkshire Tourism Network.

The Tourism Operators' Group would cease, at the YTB AGM in November.

**19. ROTHERHAM WALKING FESTIVAL - UPDATE**

This year's Rotherham Walking festival had taken place from 30<sup>th</sup> June to 13<sup>th</sup> July, 2008. There had been approximately 1,000 participants. The sum of £280 had been raised to be donated to this year's Mayor's Charity. There had been a suggestion that the festival ought to end with a barn dance, although a source of funding would need to be identified.

A full report about the festival would be submitted to the next meeting of the Tourism Panel.

**20. TOWN CENTRE EVENTS**

The Tourism Panel noted the success of the following events:-

- Festival Market:-

This year's Festival Market took place at the end of May and comprised of the monthly farmer's market followed immediately a three day Continental market. A new element to this year's event included a 'phone in' competition in conjunction with Rother FM to win a four day Continental Break courtesy of Marriott Travel who are based within Rotherham Town Centre;

- Big Screen:-

As part of the wider national Big Screen Summer Programme, Rotherham screened the Royal Opera House's performance of Romeo and Juliet, live from Covent Garden, London on the afternoon of Sunday 1<sup>st</sup> June 2008;

- Community Events:-

The Events team have so far this year worked with the local Pentecost Church to host a Pentecost Celebration event which included a large stage, music and dance throughout the day. In addition Rotherham Open Minds Theatre Company have delivered their Colour Dome event.

- Ministry of Food:-

Jamie Oliver's Ministry of Food, located in a shop Unit in All Saints Square are getting involved in the Town Centre Events programme including China Now and Rotherham by the Sea.

Mention was also made of forthcoming events:-

- 'China Now' event on 19<sup>th</sup> July, 2008;
- Yorkshire Day on the 1<sup>st</sup> August - sale of Yorkshire produce at the Tourist Information Centre;
- Last Night of the Proms to be shown on the Rotherham Big Screen on 13<sup>th</sup> September 2008.
- The 'Love Music Hate Racism' event would shortly (delete "shortly") take place at the MAGNA Centre on 6<sup>th</sup> September, 2008. The Tourism Panel agreed that every effort should be made to streamline the events taking place in the Rotherham Town Centre, within Clifton Park and at the MAGNA Centre.

## **21. STEELOS PROJECT**

(Councillor Boyes declared a personal interest in this item as a performer in previous events.)

Lizzy Alageswaran, Principal Officer, Community Arts, reported on the work of the Community Arts Service which included:-

- community arts events
- the development of Rotherham as a cultural destination
- developing a new cultural centre as part of the Rotherham Renaissance initiative
- enlargement of the sculpture in the park, held event at Clifton Park
- development of a sculpture symposium
- a funding bid for a performance of a Shakespeare play in Clifton Park
- introduction of a Rotherham Film Festival.

Lizzy also presented a paper entitled "Steelos – Rotherham Musical", about the development of a Musical, to be performed at the MAGNA Centre late in 2009. A number of applications for funding were being prepared for the project.

## **22. ANY OTHER BUSINESS**

(1) MAGNA

The Tourism Panel was informed that the MAGNA Centre had been shortlisted in 2 categories for the YTB White Rose Awards 2008. These awards were for Large Visitor Attractions and for John Heaps Award for Outstanding Customer Service.

(2) Winthrop Park – Nature Therapy Community Park, Wickersley

The Tourism Panel was informed that Winthrop Park had been awarded a National Community and Heritage Award and had been shortlisted for a National ..... Award, the next ceremony would be taking place in London on 9<sup>th</sup> September, 2008.

**23. DATE, TIME AND VENUE OF THE NEXT MEETING**

Agreed:- That the next meeting of the Tourism Panel take place on Monday, 15<sup>th</sup> September, 2008, commencing at 2.00 p.m., at the Town Hall, Moorgate Street, Rotherham.

## ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS

1.	<b>Meeting:</b>	<b>Tourism Panel</b>
2.	<b>Date:</b>	<b>15<sup>th</sup> September 2008</b>
3.	<b>Title:</b>	<b>Rotherham Walking Festival 2008 Survey Findings</b>
4.	<b>Programme Area:</b>	<b>EDS Culture &amp; Leisure Services – Events and Promotions Service</b>

**5. Summary**

The Rotherham Walking Festival was held Monday 30<sup>th</sup> June to Sunday 13<sup>th</sup> July 2008.

**6. Recommendations**

The report be received and the contents noted by members.

## **7. Proposals and Details**

Rotherham Walking Festival is an annual event held in July since 1999. The event is held over a two week period and special accommodation rates are arranged with the private sector for visitors wishing to stay in the area for the festival.

In 2008, 40 walks were organised hosting 1038 participants. Of the 40 walks that were organised 13 were new routes of interest to encourage existing customers to become repeat visitors and encourage new participants to the event.

Also the Boats and Boots Extravaganza at Kiveton Park, which encompassed a walk with a canal trip along the Chesterfield Canal and was a huge success in 2007, was once again held this year, but extended from one day to two days. Tickets for the trips sold out within a couple of weeks of going on sale.

The Promotional campaign by tourism services included distribution of brochures through the TIC network, at local attractions and accommodation outlets within a one hour drive time, local advertising and specific targeted marketing through walking magazines.

Due to the introduction of new walk routes and initiatives, such as Boats and Boots, the Festival is evaluated through consultation with the participants. This is undertaken on an annual basis and the results are used to plan the Walking Festival in the future.

A response rate of 52% was achieved from participants at the Walking Festival. When customers were asked how they found out about the Walking Festival; 62% responded the brochure, 3% the press, 3% the website, 10% obtained information from Rotherham Visitor Centre and the remaining 21% from other sources. Some of those who responded "other" indicated that they had found out about the Festival through friends and family, walking groups or previous festivals.

64% of participants were from the local area of Rotherham, 26% were from South Yorkshire, 5% from other areas and 4% did not respond to the question. Of those who responded that they had travelled from other areas, some people indicated that they had travelled from Derbyshire, Lancashire, Manchester, Nottinghamshire, Liverpool and Gloucester.

33% of those who filled in the questionnaire indicated that they had never attended a previous Walking Festival, 64% had and 3% did not respond to this question.

95% of respondents indicated that if there was a Walking Festival in 2009 they would attend.

Over 90% of respondents said that their walk was good or better. The report results show high satisfaction levels with the event with 65% Excellent, 34% Good and 1% did not respond. There was only one person who thought their chosen walk was poor and two who thought that theirs was very poor.

The Equalities questions indicated a higher number of participants were female, 8% indicated that they were disabled. The greatest proportion of the respondents to the survey indicated that they were aged fifty to sixty four at 35% and 27% were sixty



five or older. 18% indicated that they were in the forty five to fifty four age range, thirty five to forty four years 9%, twenty five to thirty four years 4% and under twenty five years 2%.

91% of respondents classified themselves as being of White British, White Irish or Other White background and 1% from Indian and Pakistani origin with the remaining 8% either declining to answer or did not respond to the question.

### **8. Finance**

The Walking Festival was financed within existing budgets. The walks were lead by Volunteer Walk Leaders, and some Officers from within the Council's Rights of Way and Green Spaces Units. The walks were also supported with first aid staff from within the Events and Promotions Team.

### **9. Risks and Uncertainties**

48% of the participants chose not to complete the consultation surveys and may have a different opinion to the participants who completed the questionnaires.

### **10. Policy and Performance Agenda Implications**

The Walking Festival is based upon priorities within the Corporate Plan, Regeneration Plan, Community Strategy, and has taken into consideration RMBC priorities for Equality and Diversity.

The Walking Festival improves and promotes the image of Rotherham.

The event includes the priority of sustainability and it is essential that all tourism related promotions and developments are sensitive to the local community, benefits the local economy and environment.

The event promotes the enhancement of public transport and access to the public rights of way and public open spaces.

The festival incorporates learning and walks of interest including local wildlife and open spaces, promotes healthier lifestyles and cultural events in the borough.

The 2007 Walking Festival was utilised for the submission of the Council's Beacon Status application for Open Spaces.

---

### **Background Papers and Consultation**

Rotherham Walking Festival Report 2008

**Contact Name** : *Michelle Mellor, Assistant Tourism Officer, ext.6892*

email: [michelle.mellor@rotherham.gov.uk](mailto:michelle.mellor@rotherham.gov.uk)

---

# **Walking Festival Report 2008**

**Report produced by  
Cathie Jones  
EDS Consultation Coordinator  
August 2008**

## Introduction and Summary

There were 1038 walkers who participated in the Walking Festival this year – 545 of them completed individual questionnaires giving a very high response rate of 52%.

The aim of this consultation exercise was to determine how popular the Walking Festival is with Citizens of Rotherham, residents from the rest of South Yorkshire and those who travelled from other areas.

Also we took the opportunity to address equalities and diversity issues in order to identify any gaps in service provision so that we can target resources more effectively and establish who our customers are.

The intention is to identify any weaknesses and produce an improvement plan that will feed into our Action Plan. Next year we will run the consultation again with a view to benchmarking to score our progress.

Below is a list of all 40 walks that took place during the Walking Festival with the absolute number of participants along with the break percentage. This is followed by an analysis of the combined activities. A breakdown of each walk is also available.

<b>Walk &amp; Number</b>		<b>Number of Responses</b>		<b>Number of Participants</b>	
1	Connect 2 - The Southern Links	22	4%	52	5%
2	Wincobank Hill	7	1%	23	2%
3	Roman Ridge Routes 2 & 3	17	3%	25	2%
4	Access for All: Elsecar to Old Moor	14	3%	18	2%
5	Rotherham Town Trail: Past, Present & Future	29	5%	61	6%
6	Thorpe Hesley Circular	23	4%	38	4%
7	From Thurcroft to Ulley	22	4%	37	4%
8	Maltby Commons Meander	6	1%	10	1%
9	Winthrop Gardens	23	4%	40	4%
10	Conduit Capers	13	2%	22	2%
11	Northern Ancient Woodlands Walk	2	0%	17	2%
12	Historic Greasbrough	12	2%	20	2%
13	Access for All: Lakeside Wander	5	1%	17	2%
14	Dogs Day Out	10	2%	65	6%
15	Moorgate Cemetery & Boston Park	9	2%	27	3%
16	Abbey and the Craggs	15	3%	31	3%

17	Five Churches Walk	18	3%	27	3%
18	Aston Heritage Trail	31	6%	46	5%
19	Depths of the Dearne -The Raising of the TransPennine Trail	19	4%	30	3%
20	Women Only Walk: Wentworth to Scholes	20	3%	52	5%
21	Chesterfield Canal Stroll	19	4%	46	5%
22	An evening stroll at Thurcroft	7	1%	13	1%
23	Galls 'n ' All	6	1%	10	1%
24	Marvel over Rotherham	19	4%	34	3%
25	Wickersley Gorse Wander	10	2%	24	2%
26	Boats and Boots 1	12	2%	12	1%
27	Boats and Boots 2	10	2%	12	1%
28	Boats and Boots 3	10	2%	12	1%
29	Boats and Boots 4	11	2%	12	1%
30	Boats and Boots 5	10	2%	12	1%
31	Boats and Boots 6	9	2%	12	1%
32	Boats and Boots 1	6	1%	12	1%
33	Boats and Boots 2	8	1%	12	1%
34	Boats and Boots 3	5	1%	12	1%
35	Boats and Boots 4	10	2%	12	1%
36	Boats and Boots 5	5	1%	12	1%
37	Boats and Boots 6	6	1%	12	1%
38	Swinton to Mexborough by River, Canal & Railway	34	6%	49	5%
39	Rotherham Rotary Roundwalk Reverse Ramble (5R's)	17	3%	25	2%
40	Anston Stones Gorge	16	3%	35	3%
	<b>Totals</b>	<b>545</b>	<b>100%</b>	<b>1038</b>	<b>100%</b>

**Q1 How did you find out about the walking festival?**

Press	17	3%	Visitor Centre	53	10%
Brochure	340	62%	Other	113	21%
Website	14	3%	Didn't respond	8	1%

Of those that responded other, some people indicated that they had found out about the Festival from friends and family, walking groups or previous festivals

**Q2 How would you rate your walk today?**

Excellent	352	65%	Poor	1	0%
Good	183	34%	Very poor	2	0%
Didn't respond	7	1%			

**Q3 Have you attended previous walking festivals?**

Yes	348	64%	No	181	33%
Didn't respond	16	3%			

**Q4 If there were to be a walking festival next year would you attend?**

Yes	520	95%	No	5	1%
Didn't respond	20	4%			

**Q5 Where have you travelled from today?**

Home in Rotherham	352	65%	Home in South Yorkshire	141	26%
Other	28	5%	Didn't respond	24	4%

Of those who responded other, some people indicated that they travelled from Derbyshire, Lancashire, Manchester, Nottinghamshire, Liverpool

**Q7 Would you like to receive information on next year's festival as well as other Council Events?**

Yes	468	86%	No	44	8%
Didn't respond	33	6%			

## EQUALITIES MONITORING

**Q8 Are you?**

Male	229	42%	Female	298	55%
Didn't respond	18	3%			

**Q9 Do you consider yourself to be disabled?**

Yes	42	8%	No	467	86%
Didn't respond	36	6%			

**Q10 If you answered yes to the above question, and if you wish, please tick as many boxes below that you consider applies to you:**

Physical or mobility impairment	10	24%	Non-visible condition such as epilepsy or diabetes	9	21%
Sensory impairment	3	7%	Mental health service user	7	17%
Learning disabled person	11	26%	Didn't respond	2	5%

**Q11 What is your age?**

Under 25	11	2%	45 to 54	98	18%
25 to 34	21	4%	55 to 64	193	35%
35 to 44	47	9%	65 or older	150	27%
Didn't respond	25	5%			

**Q12 How would you describe your ethnic origin (please tick only one box)**

White British	478	89.2%	Other Ethnic Background	0
White Irish	7	1.3%	Bangladeshi	0
Other White Background	2	0.4%	Kashmiri	0
Indian	5	0.9%	Other Asian Background	0
Pakistani	2	0.4%	White & Black Caribbean	0
Decline to answer	12	2.2%	White & Black African	0
Didn't respond	31	5.6%	White & Asian	0
Other Black Background	0		Other Mixed Race Background	0

Chinese	0	Black Caribbean	0
Yemini	0	Black African	0