

## TOURISM PANEL

**Venue:** The Courtyard,  
Clifton Park Museum,  
Clifton Lane,  
Rotherham. S65 2AA

**Date:** Monday, 1st June, 2009

**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 of the Tourism Panel held on 16th March, 2009. (copy attached) (Pages 1 - 5)
5. Any matters arising from the previous meeting (not covered by the agenda items).
6. Tour and explanation of the developments at Clifton Park by Alistair Farr, Clifton Park Manager.  
Please wear sensible footwear and ideal clothing for walking for outside for approx. 30 minutes.
7. Rother Valley Country Park Developments and the YES project.  
Steve Lewis, Oak Holdings.
8. Rotherham Golf Club - Major Event - August 2009 - World Qualifier Tournament.
9. Chesterfield Canal - Inland Waterways Event.
10. Yorkshire South Tourism and Yorkshire Tourist Board  
Joanne Edley, Tourism Manager, to report.
11. Matters to raise by Industry Representatives.
12. Any Other Business.
13. To agree the Date, Time and Venue for the next meeting.  
To confirm: Monday, 13<sup>TH</sup> July, 2009, at 2.00 p.m. at the Town Hall, Moorgate Street, Rotherham.

**TOURISM PANEL  
MONDAY, 16TH MARCH, 2009**

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

together with:-

Julie Williamson	Dearne Valley College
Bernard Jones	South Yorkshire Transport Museum
David Roche	Wath Festival
Rachael Oliver	Wath Festival
Matthew Beck	Chief Executive, MAGNA
Richard Jones	Yorkshire South Tourism
Natalie Haynes	Holiday Inn
Joanne Edley	Tourism Manager
Jayne Oates	Assistant Tourism Officer
Marie Hayes	Events and Promotions Service Manager

**58. APOLOGIES FOR ABSENCE**

Apologies for absence were received from:-

Councillor S. Walker	
Dawn Campbell	Events and Promotions Officer
Tom Waldron-Lynch	Hellaby Hall Hotel
Tracy Tennant	

**59. MINUTES OF THE PREVIOUS MEETING HELD ON 15TH JANUARY, 2009**

Consideration was given to the minutes of the previous meeting of the Tourism Panel held on 15<sup>th</sup> January, 2009.

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

**60. MATTERS ARISING**

The following issue was reported:-

Minute No. 50 – Industry Representatives

Joanne Edley, Tourism Manager, reported that the Chesterfield Canal Trust and Partnership would now be represented by Stuart Reaney.

**61. WATH FESTIVAL - PRESENTATION**

(Councillor Boyes declared a personal interest in this item because of her musical connection with Chumbawamba and Ray Hearne)

David Roche and Rachel Oliver, Wath Festival, gave a PowerPoint presentation on Wath Festival/Dearne Culture Trust.

The presentation covered:-

- what the Festival and Culture Trust is
- background to its establishment, history and recent development
- dates and locations
- aims and objectives
- contribution to economic regeneration
- audience size
- artists
- funding and sponsors
- inclusion of disadvantaged groups
- format of the Community Festival
- concerts
- new/expanded developments for 2009
- what the festival can offer

Copies of the publicity material were made available at the meeting.

Contact information:-

email@ [wath.festival@btinternet.com](mailto:wath.festival@btinternet.com)

Tel: 07982658467

[www.wathfestival.org.uk](http://www.wathfestival.org.uk)

A questions and answers session followed covering:-

- withdrawal of sponsors due to the current economic downturn
- loss of Arts Council grant
- financial security
- marketing support
- links with Rotherham Tourism Service to share resources e.g. advertising
- links with local hotels and attractions
- links with Yorkshire South Tourism and inclusion of information on the Destination Management System

Agreed:- That David and Rachael be thanked for the informative presentation.

## **62. ITEMS RAISED BY INDUSTRY REPRESENTATIVES**

The following items were raised by Industry Representatives:-

## (a) Clifton Park Developments and Promotion

Consideration was deferred.

## (b) Review of Tourism in Yorkshire

Joanne Edley, Tourism Manager, reported that the public sector meeting with Yorkshire Tourist Board had been cancelled. The next meeting was scheduled for 3rd April with all sectors invited. Richard Jones, Yorkshire South Tourism, added that this meeting would be the launch of the re-vamped Yorkshire Tourist Board and would take place at Leeds Armouries on 3rd April.

## (c) Working in partnership with the downturn in the economic climate

Joanne Edley, Tourism Manager, reported on a proposal to set up an Hoteliers Association. It was acknowledged that this would be a very positive step. However the Hoteliers wished to pursue this themselves. YST would be prepared to look at providing support to help this to be set up.

The Local Residents' Campaign had gone ahead and another one was to be undertaken in 2009.

Reference was made to the Council Seminar, scheduled for 17th March, to look at the response to the economic downturn.

Richard Jones added that YST ran workshops for the industry on marketing and maintaining sales in the downturn. This information would be re-circulated.

### **63. FORTHCOMING EVENTS GIVING ASSISTANCE TO/IN THE BOROUGH**

Joanne Edley, Tourism Manager, highlighted the following:-

- exhibition stands at local events
- providing accommodation for organisations
- helping Wath Festival
- inland Waterways event in May
- Thorpe Salvin Garden Trail
- Rother Valley – Party in the Park
- Rotherham Round Walk
- Sandbeck estate

Agreed:- That Steve Lewis from Oak Holdings be invited to the next meeting of the Tourism Panel to update the Panel on developments at Rother Valley Country Park.

### **64. TOURISM SERVICE AND VISITOR CENTRE/TOURIST INFORMATION**

**CENTRE FROM APRIL 2009 - DECISIONS REGARDING RESOURCES**

Marie Hayes, Events and Promotions Service Manager, reported on the impact of the budget setting process for 2009-2010 on the Tourism Service and the Visitor Centre.

Visitor Centre:- from 1<sup>st</sup> April the Centre would close on Thursday and Saturday afternoons, as these had been assessed as being the quietest times. One member of staff will be transferring to the Library Service.

Tourism Service:- changes to staffing: 2 posts are to be disestablished – one is already vacant and the other member of staff will transfer to the marketing team within the Events and Promotions Service. This would leave one post of Tourism Manager who will provide a strategic and advisory role to the Council.

The Council was also currently considering what level of support it would continue to provide to the industry.

The Council has informed Yorkshire Tourist Board of its intention to withdraw its subscription.

Matthew Beck, Chief Executive MAGNA, asked if any progress had been made in setting up a Renaissance shop in the town centre and whether the Visitor Centre could be combined in that proposal.

The Chairman confirmed the Council considered that the current location of the Visitor Centre was ideal.

**65. REVIEW OF THE TOURISM SERVICE DELIVERY OF THE DRAFT VISITOR ECONOMY PLAN 2008/2009**

Joanne Edley, Tourism Manager, reported on the review of the Tourism Service delivery of the Draft Visitor Economy Plan 2008/2009.

It was explained that the Draft Visitor Economy Plan had been used as the basis for Tourism Service work during 2008 due to the proposed changes in the Tourism Strategy in Yorkshire and Britain, and the changing way tourism was being delivered.

Tables within the submitted report detailed the value of tourism/visitor economy, together with number of jobs. Additional information included that an advert had been placed in the National Trust family magazine to be printed in May reaching 343,000 members. The aim was to encourage families to visit the area in the summer by offering family rates accommodation in the area.

Advertising for the Walking Festival had been placed in Country Walking Magazine and in the Ramblers' Association "Walk" magazine.

It was noted that the target for footfall to the Visitor Centre was likely to be achieved.

Agreed:- That the contents of the report be noted.

**66. 10TH WALKING FESTIVAL 2009**

Joanne Edley, Tourism Manager, reported on arrangements for the 10<sup>th</sup> Walking Festival which was to be held from 29<sup>th</sup> June to 5<sup>th</sup> July, 2009.

Reference was made to:-

- training of walk leaders
- 1st aid requirements were to be at least 1 day course
- 23 walks planned
- risk assessments
- public relations
- staffing and use of volunteers
- contact with local walking groups

Agreed:- That the contents of the report be noted.

**67. ANY OTHER BUSINESS**

No other items were raised.

**68. DATE, TIME AND VENUE FOR THE NEXT MEETING**

Agreed:- That the next meeting of the Tourism Panel be held on MONDAY, 27<sup>TH</sup> APRIL, 2009 at 2.00 p.m. at Clifton Park Museum, Clifton Lane, Rotherham. S65 2AA