

**TOURISM PANEL
MONDAY, 15TH MARCH, 2010**

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

together with:-

Marie Hayes	Events & Promotions Service Manager
Joanne Edley	Tourism & Marketing Manager
Dawn Campbell	Events & Promotions Officer
Clare McRoy	Public Rights of Way Officer
Matthew Beck	Chief Executive MAGNA
Tom Waldron-Lynch	Hellaby Hall Hotel

9. APOLOGIES FOR ABSENCE

Apologies for absence were received from:-

Councillor Littleboy	
Bernard Jones	South Yorkshire Transport Museum
Julie Williamson	Dearne Valley College
Stuart Reaney	Chesterfield Canal Partnership

10. MINUTES OF THE PREVIOUS MEETING HELD ON 18TH JANUARY, 2010

Consideration was given to the minutes of the previous meeting of the Tourism Panel held on 18th January, 2010.

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

11. MATTERS ARISING

The following matters were reported:-

(1) Chesterfield Canal – representation

Joanne Edley, Tourism and Marketing Manager, reported that Stuart Reaney from the Chesterfield Canal Partnership was retiring. The Partnership would continue to be represented by Dr. Geraint Cole.

(2) MAGNA – Food and Drink Festival 2010

Matthew Beck, Chief Executive Magna, reported that agreement had now been reached with the Council's Markets Team. However the event had been rescheduled and would be held 15th, 16th and 17th October, 2010.

12. THE 21ST ANNIVERSARY CELEBRATIONS OF THE TRANS PENNINE TRAIL

Clare McRoy, Public Rights of Way Officer, talked to members of the Panel about the history and background to the development of the Trans Pennine Trail and about the events being organised to celebrate the 21st Anniversary of the Trail.

Clare also distributed copies of 2 leaflets:- Trans Pennine Trail at Wath Manvers and Trans Pennine Trail – Coast to Coast across the North of England.

Clare explained that the Trail was a multi-user route for walkers, cyclists and horse riders. Its length was 215 miles from Southport to Hornsea, with spurs to Chesterfield, Leeds and York which made the route 360 miles.

The route ran through 26 different Local Authorities.

The stretch in Rotherham was 36 miles mostly following the River Dearne and featuring RSPB Old Moor Wetland Centre. It was however pointed out that it was not always possible for all users to use the same track.

85% of the route was traffic free.

Anniversary events included:-

Batons relay exchange with the aim that all batons arrive in Barnsley on Saturday 19th June. These would be taken to the football ground on Sunday for the TPT Festival. The batons would then be buried in a time capsule in Barnsley.

In Rotherham the baton relay would take place on Friday, 18th June on the section near to RSPB Old Moor, and would pass into Doncaster. It was planned to involve local schools, businesses and the Mayor, and refreshments would be available.

13. ITEMS RAISED BY INDUSTRY REPRESENTATIVES

Matthew Beck, Chief Executive Magna, reported on the following:-

(1) Boxing at Magna

Magna had successfully been granted a Boxing Licence and had recently held a very successful event. A further Boxing event was planned for 25th April, 2010.

Matthew thanked the Council's Licensing officers and South Yorkshire Police for their assistance.

(2) National Award for Best Event Venue 2010

Magna had been nominated for the above national award.

14. **ROTHERHAM WALKING FESTIVAL 2010 UPDATE**

Dawn Campbell, Events and Promotions Officer, reported on arrangements for the Rotherham 2010 Walking Festival.

Dawn reported that the Festival had been brought forward into May and over 30 walks were being planned, including some new walks including Race Walking coaching sessions, Bosom Buddies Rush to Walk. There was a good balance and variety of walks on offer from 1 mile through to the 25 mile Roundwalk Challenge organised by Rotherham Rotary Club. Links had been made with Far Out Theatre group, based in Wath, to organise a Town Centre Ghost Walk which would also present an opportunity for the audience to witness the town centre improvements. It was expected that up to 80 people may attend. Posters for the Festival were being printed, and space had been booked in the On the Spot Interview in the Rotherham Advertiser to feature the Ghost Walk.

Information about the 21st anniversary celebrations along the Trans Pennine Trail had been included in the brochure, together with a link to the website.

Information will be distributed via the various data bases which the Service had access to, as well as to Doctors, Dentists' and physiotherapy surgeries and the PCT weight management programme.

Information was also provided in respect of:-

Special Event:

Sunday 16 May

The Chesterfield Canal Trust - Sponsored Walk

Walks start from 10.45am at the Stables, Staveley Hall, Staveley Hall Drive, Staveley, Chesterfield S43 3TN

The Chesterfield Canal Trust are organising a sponsored walk which includes three different walk options. You can opt to raise money either for the Trust and restoration of the canal, or for a charity or cause of your choice.

All walks start from the Stables at Staveley Hall. Participants can choose from:

- An 8 mile walk from Staveley to Tupton Lock and back - 10.45am start.
- A 4 mile walk from Staveley to Tupton Lock only - 11.00am start.
- A 2.5 mile wheelchair and buggy friendly walk from Staveley to Hollingwood Lock and back - 11.30 start.

A registration fee of £5 is payable for all walkers.

For more information contact Ron Auton on 01246 345777/8, email publicity@chesterfield-canal-trust.org.uk or go to the trust website: www.chesterfield-canal-trust.org.uk

15. UPDATE ON THE VISITOR ECONOMY AND TOURISM IN ROTHERHAM - NOVEMBER 2009 TO MARCH 2010

Joanne Edley, Tourism and Marketing Manager, reported on the Rotherham Tourism Plan 2005 – 2008 which had been utilised until 2008, following which the Draft Visitor Economy Plan was compiled, but not officially agreed, due to changes in tourism organisations at a national, regional and sub-regional level.

Therefore the Draft Visitor Economy Plan actions had been used as a basis for work in 2008/09 and from April 2009.

An update on work during the period November 2009 and March 2010 was presented.

It was pointed out that information was still needed about how many visitors the attractions had received and the occupancy levels in accommodation.

In addition it was reported that 2 new self-catering establishments were due to open shortly following assessment.

Work was currently being carried out to update the information on the Council's new website.

It was reported that due to resourcing issues there had been little contact with the Chesterfield Canal Partnership during this time, although there had also been some changes to personnel at the Partnership.

However, the Tourism Service had been invited to the event being organised by the Rugby Club in Worksop and discussions would continue with Bassetlaw and NE Derbyshire about jointly staffing an information stand.

Reference was made to the refurbishment of the Brecon Hotel, although it was pointed out that this hotel chose not to be assessed.

The view was expressed that further links could be forged between Older Peoples' Groups across Yorkshire to encourage more visitors to the area. Resources permitting information needed to be collected about the number of people visiting the Council from St. Quentin. It was noted that small grants were available from the Council for groups going to St. Quentin.

Reference was made to the Steam Model and the Cambridge Model used to assess the Local Economic Impact of tourism, and it was pointed out that this data was for South Yorkshire, and the information for Rotherham was not yet available.

Resolved:- That the update from November 2009 to March 2010, be received.

16. EVENTS MANAGEMENT HUB FOR SOUTH YORKSHIRE

Marie Hayes, Events and Promotions Services Manager, reported that Sheffield Hallam University Business School had set up a South Yorkshire Event Management Hub aimed at sharing ideas and learning via a series of workshops and networking.

Marie explained that the University Business School Team would facilitate all the meetings with the individuals and organisations involved in the future.

The 1st meeting was held on November, 2009 and involved local authorities and organisations from across South Yorkshire. The workshop focussed on:- (i) sharing best practice; (ii) benchmarking; (iii) looking at specific topic issues such as legislation, and event evaluation.

It was proposed that the Hub would meet four times a year.

It was reported that Rotherham based attractions which organise events and event organisers had been invited to be involved in the Event Management Hub and interested people's contact details had been forwarded.

A further meeting had been held at Clifton Park Museum looking at event risk legislation which involved guest speakers from the Fire Service and a professor from the University re: the Health and Safety. Dawn had also given a presentation on working with community groups.

Marie commented on the good networking that had already taken place.

Those present discussed at length the arrangements for Rotherham Show 2010 and expressed concern at the decision not to have a Local Authority marquee. It was explained that this had been a decision of the Strategic Communications and Marketing Group. Those present commented on the value of this marquee in terms of the Council interfacing with members of the public and in showcasing Council services

Resolved:- (1) That the report be received by the members of the Tourism Panel.

(2) That the Tourism and Marketing Manager pass on the contact details

of the individuals and organisations wishing to be involved in the Event Management Hub in the future.

(3) That the Cabinet Member for Economic Development, Planning and Transportation and Cabinet Member for Cultural Services and Sport discuss with the Cabinet Member for Community Development and Engagement the decision making of the Strategic Communications and Marketing Group.

17. UPDATE ON YORKSHIRE SOUTH TOURISM

Joanne Edley, Tourism and Marketing Officer, gave an update on the current situation regarding Yorkshire South Tourism.

Tom Waldron-Lynch provided a perspective on the situation from the private sector point of view.

Resolved:- That the Cabinet Member for Economic Development, Planning and Transportation and the Cabinet Member for Cultural Services and Sport request a meeting with the Leader and the Chief Executive to clarify the position and ensure that Rotherham's interests were protected.

18. ANY OTHER BUSINESS

The following items were reported:-

(1) London Marathon

Tom Waldron-Lynch reported that he was in training to run the London Marathon and would be raising funds for Help for Heroes.

Tom agreed to send details of the email link to Panel members.

(2) London 2012 Olympics – Paralympic Torch relay

Joanne Edley reported on a forthcoming workshop being organised by the Sports and Physical Activity Manager. Those present expressed the view that it would be a good idea if the relay could pass through Clifton Park.

Joanne and Matthew agreed to liaise to complete the form stating why the relay should pass through Rotherham.

(3) Local successes

Reference was made to:-

- Formula One team from Dinnington, sponsored by Sir Richard Branson

- Cycling successes

19. DATE, TIME AND VENUE FOR THE NEXT MEETING

Resolved:- That the next meeting of the Tourism Panel be held on Monday, 7th June, 2010 at 2.00 p.m. – Bailey House.