

PUBLIC

**MINUTES** of a meeting of the **IMPROVEMENT AND SCRUTINY COMMITTEE – PLACES** held at County Hall, Matlock on 14 March 2017.

**P R E S E N T**

Councillor K Gillott (in the Chair)

Councillors Mrs E Atkins, Mrs M Booth, Mrs C Cox, Mrs C A Hart, S A Spencer and D Williams.

Apologies for absence were submitted on behalf of Councillor R L Hosker.

**01/17** **MINUTES** **RESOLVED** that the Minutes of the meeting of the Committee held on 30 November 2016 be confirmed as a correct record and signed by the Chair.

**02/17** **ENVIRONMENT, TRANSPORT AND COMMUNITIES DEPARTMENT CAPITAL AND REVENUE BUDGETS** M Ashworth, Strategic Director, and G Pickford attended the meeting to give an update on the current position on the Capital and Revenue Budgets.

The officers referred to progress on items within the capital programme, notably the Sinfin incineration plant, Digital Derbyshire, D2N2 LGF schemes, Buxton Museum, Glossop Library, Markham Vale and Ilkeston Station. In respect of the highways infrastructure, the Department now operated a data-driven asset management approach and the various funds available to finance this work were outlined.

Members were given the opportunity to ask questions and these were responded to by the officers.

**03/17** **PUBLIC HEALTH ANNUAL REPORT** I Little, Public Health Department, attended to make a presentation on the Director of Public Health's 2016 annual report on the health of the local population. The report focused on the importance of "place" and how this can impact on health. Each chapter explored a different key feature of what a healthy place looks like. The report made recommendations across all themes covered in the report – both to partners, communities and individuals. Delivery would positively contribute to the role that place can play in improving the health and wellbeing of Derbyshire's population.

**RESOLVED** that the report be noted.

**04/17** **REVIEW OF TOURISM IN DERBYSHIRE** The final report on the review of tourism in Derbyshire was presented. The report made a number of recommendations that would be referred to Cabinet.

The findings of the review suggested that Derbyshire would benefit from a comprehensive and inclusive vision to knit together the county's rich tourism offer. The vision needed to convey clear themes that provide compelling reasons for visitors to stay and explore Derbyshire. There also needed to be greater connectivity, both in terms of making it easier for visitors to move between tourist attractions and in terms of individual businesses working collaboratively to promote local attractions for mutual gain.

Many Derbyshire businesses and organisations were independently collecting data about visitor demographics, preferences and behaviours. If collated centrally this information could be combined to offer up-to-date local intelligence. This would allow visitor trends to be monitored and projections to be made which would inform business development.

The strategic framework for tourism needed to be further developed and supported by investment in skills development (to improve the quality of tourism businesses), transport links (to support the movement of visitors across the region) and the collection and analysis of tourism market intelligence and performance data.

In summary there was a need to be clear about the region's distinctiveness and its ability to compete with an increasingly competitive market. The product offer needed to be developed so that visitors can engage in more activities to keep them in the region for longer, spending more and visiting more frequently.

The Chair and the Members were extremely appreciative of the expert guidance and challenge provided throughout the course of the review by Dr Sarah Rawlinson (Head of Hotel Resort and Spa Management) and Tim Heap (Principal Lecturer in Tourism) of the University of Derby.

**RESOLVED** that the review report be accepted for consideration by Cabinet.