

DONCASTER METROPOLITAN BOROUGH COUNCIL
REGENERATION & HOUSING OVERVIEW & SCRUTINY PANEL

THURSDAY, 18TH APRIL, 2019

A MEETING of the REGENERATION & HOUSING OVERVIEW & SCRUTINY PANEL was held at the COUNCIL CHAMBER - CIVIC OFFICE, DONCASTER on THURSDAY, 18TH APRIL, 2019 at 10.00 AM

PRESENT:

Chair - Councillor Paul Wray

Councillors Duncan Anderson, Iris Beech, Steve Cox and Charlie Hogarth and David Nevett

ALSO IN ATTENDANCE:

Councillor Nigel Ball, Cabinet Member for Public Health, Leisure and Culture

Scott Cardwell, Assistant Director Development
Lorna Reeve, Destination Manager

APOLOGIES:

Apologies for absence were received from Councillors Eva Hughes

		<u>ACTION</u>
17	<u>APOLOGIES FOR ABSENCE.</u>	
18	<u>TO CONSIDER THE EXTENT, IF ANY, TO WHICH THE PUBLIC AND PRESS ARE TO BE EXCLUDED FROM THE MEETING.</u>	
	None	
19	<u>DECLARATIONS OF INTEREST, IF ANY.</u>	
	Councillor Paul Wray wished to highlighted that he had a small role to play with regard to promoting the Mayflower event. Councillor Steve Cox declared that he was a Director of a theatre group, when the Panel discussed community engagement.	
20	<u>MINUTES OF THE MEETING HELD ON 13TH MARCH 2019</u>	
	The minutes of the meeting held on 13 th March, 2019 were agreed as a correct record.	

21	<u>PUBLIC STATEMENTS - [A PERIOD NOT EXCEEDING 20 MINUTES FOR STATEMENTS FROM UP TO 5 MEMBERS OF THE PUBLIC ON MATTERS WITHIN THE COMMITTEES REMIT, PROPOSING ACTION(S) WHICH MAY BE CONSIDERED OR CONTRIBUTE TOWARDS THE FUTURE DEVELOPMENT OF THE COMMITTEES WORK PROGRAMME].</u>	
	There were no public statements.	
22	<u>DONCASTER'S VISITOR ECONOMY STRATEGY</u>	
	<p>The Panel gave consideration to a report relating to Doncaster’s Visitor Economy Strategy that highlighted Doncaster’s increasing reputation as a quality visitor destination.</p> <p>It was noted that the Strategy set out the ambition for Doncaster to become recognised as a major visitor destination by 2022 could be achieved and its aim to compete with other major towns and cities, whilst generating new jobs and bringing about additional value to the economy.</p> <p>The Strategy co-ordinates the initiatives and projects that were being delivered by a range of partners to provide, with Doncaster’s public and private sectors continuing to work together.</p> <p>Members addressed the following areas:</p> <p><u>Promotion</u> – it was noted that the Strategy presented at the meeting was not a promotional document but a document that underpinned the Visitor Economy Guide and used nationally to market the Doncaster area, for example at national exhibitions.</p> <p>Depending on the event, determined on where and how it would be promoted. For example, research shows how far families were prepared to travel for certain events, therefore promotion would be tailored to suit. For example the Tour de Yorkshire and Food Festival events were promoted further afield than the immediate area.</p> <p><u>Promotion partners</u> – it was highlighted that the Local Authority worked with many partners within the Borough and across the region, including Welcome to Yorkshire, which was more geared up to undertake national promotion.</p> <p><u>Mayflower 400 in 2020</u> – it was highlighted by the Panel that there were many events due to take place across the Country where an increase in visitor population for Doncaster could be encouraged. It was noted that work was underway with Plymouth City to progress events and share the story.</p> <p><u>Investment</u> – supports the Strategy by enhancing the delivery of events</p>	

under the Doncaster Growing Together programme, for example, Delicious Doncaster started a number of years ago but now is a quality 3 day event hosting celebrity chefs.

Capturing all businesses – Members expressed concern that only larger attractions within the Borough were being promoted and sought support for the smaller businesses. It was noted that objectives sought to achieve this with time and energy leading towards overnight stays, benefitting the whole economy.

Town centre redevelopment – Members stressed that they did not wish to miss opportunities to promote the town centre. For example, historical walking groups visit and take an interest in the town, therefore a points of interest walk should be signposted throughout the town centre and immediate surrounding area.

It was noted that as part of the town centre redevelopment totem signage was being developed, because the fastest route to a destination was not always the most interesting.

In response to Members' concerns, it was noted that the Tourist Information Centre Maps had been updated 4 months ago and it was explained that new town centre maps and signage would be rolled out in December, 2019.

It was suggested that due to the many town centre changes, could computerised maps/information units be investigated to ensure information changes could be made immediately.

With regards to redevelopment in the Waterdale area, Members noted that this issue was being addressed.

Community Engagement – it was stressed that communities need to recognise the Borough's culture including sporting initiatives, mining and rail heritage. A Member outlined that there had recently been a tea party within their Ward, with the young and older generations discussing such issues and in turn providing historical context.

A Member stressed that many community groups could not afford the fees to deliver shows at local event sites and requested if this could be addressed. It was stressed that this was important, for example, local dancing and theatre groups provide shows where the Borough's children could experience what it is like to perform on stage and maybe find their passion in life.

Friends of the Mansion House – it was noted that it was good to see the Mansion House being used for weddings, tea dances and other events. The Panel expressed a wish for the building to be used more frequently, however, were aware that some events were reliant on volunteers. It was suggested that a possible visitor experience be

developed in future with a small entrance fee.

Wool Market – Members expressed how pleased they were with the new development and offers of entertainment. With regards to parking in this area, it was noted that a Traffic Regulation Order was being processed to extend parking to 4 hours.

Night Time Economy – it was acknowledged that the town had a vibrant night time economy however, Members addressed how a more wider family experience could be developed. It was noted that small steps were required to ensure diverse events were available and inclusive to all, and highlighted events including the Festival of Light, Tour de Yorkshire, Christmas Lights and Minster Moon events.

Doncaster Sheffield Airport – the Panel noted that the airport had been rebranded and its official name was Doncaster Sheffield Airport.

RESOLVED: that the Visitor Economy Strategy 2019 – 2022 be supported.