



ECONOMY AND GROWTH SELECT COMMITTEE

Meeting: Thursday, 18 January 2024 at 6.30 pm in Virtual Meeting

Present: Councillor E Siddall (Chair)

Councillors N Clarke, S Evans, P Hacking, I Huddlestone, K Kirkham, C Payne, R Quinn, P Roberts, G Scott and K Sizeland

In Attendance: Councillor(s) G Claff, D Greenhalgh, P Hardy, A McKeown and J Todd

24/34 TO RECEIVE DISCLOSURES OF INTEREST ON ANY MATTERS BEFORE THE COMMITTEE
(Agenda Item 2)

There were no declarations of interest made

24/35 ANY MATTERS REFERRED TO THE COMMITTEE UNDER THE CALL-IN PROCEDURE
(Agenda Item 3)

None

24/36 TO APPROVE THE MINUTES OF THE PREVIOUS MEETING
(Agenda Item 4)

RESOLVED:

That the minutes of the meeting held on 9 November 2023 be approved as a correct record.

24/37 SELECT COMMITTEE WORK PROGRAMME
(Agenda Item 5)

It was requested that a brief summary of the Select Committee Programming Group be circulated to members in future. Reference was made to the all members Scrutiny Workshop being arranged to identify future work programme items.

RESOLVED:

That the Select Committee Work Programme be noted.

24/38 **TOURISM STRATEGY IMPLEMENTATION**
(Agenda Item 6)

The Committee considered a briefing note and presentation which provided a progress update on the Tourism Strategy and action for High Peak. Detail was also provided on UKSPF activity to support tourism and background on the Local Visitor Economy Partnership work with Visit Peak District, Derbyshire and Derby and Enjoy Staffordshire.

As part of the UKSPF marketing initiatives, a toolkit is to be produced to encourage businesses to be walker / cyclist friendly and Visit Peak District and Derbyshire are marketing a campaign around Step Out Ride Out in Derbyshire's High Peak, which includes cycle routes for all abilities as well as loop walks around Chapel en le Frith. Monitoring of engagement will be undertaken as well as STEAM data to monitor visitor spending, which will allow comparisons to be made against other areas as well as with previous years activity. Mobile data can also be used to monitor visitor footfall and understand the themes of why visitors are coming to the area.

The following comments were made:

- Kinder Mass Trespass – annual event to celebrate which attracts national interest – important to examine the history of walking – this will be referred to Visitor Peak District
- Important to include Mountain Rescue Teams in marketing activities to promote safe walking
- Walking routes for all levels of ability and promotion of accessible activities
- New Mills Walking Forum keen to be involved in walking activities
- Transport- need to improve public transport links and encourage greater use. The negative impact by the number of cars in some areas was discussed, and reference was made to a new campaign around visiting the peak district by train. Sustainable transport measures were also discussed.
- Pay rates for those in the tourism sector – there are concerns around low rates of pay within the tourism industry. There is data around levels of pay and there is a need for more employment within the hospitality industry with an emphasis on public / private partnerships to encourage long term high paying hospitality jobs. Tourism contributes around £100M to the local economy in Buxton and there is a need for high paying jobs within the High Peak to enable high quality lives.
- The difference in tourist spend between serviced and self catering accommodation – there is data around bed spaces per different types of accommodation. In terms of diversifying the offer, there has been an increase in demand for activities such as glamping and more boutique style hotels. The need for quality accommodation was also made. Reference was also made to accommodation blackspots, with particular reference being made to Chapel en le Frith.
- Increased numbers of air b&bs, holiday cottages – throughout the visitor economy this is challenging for areas which become ghost communities in the winter time – measures to address policy actions will be explored.

- TIC – some basic TIC information could be available within the renovated Glossop Market Hall area

RESOLVED:

That the presentation be welcomed, and comments made above noted.

24/39 REVITALISING BUXTON (PRESENTATION)
(Agenda Item 7)

The Committee received a presentation around the Revitalising Buxton project, specifically concerning community consultation and the stakeholder engagement strategy and the Development Partner – next steps.

The vision is for the Revitalising Buxton project to be shaped by town centre needs and championed by local people. The objectives of the project were set out, together with the intended audiences (on which feedback was sought), measures of success, tiers of involvement and timeline. In respect of the intended audiences for community consultation, reference was made to those groups using public transport to access the town centre as well as car owners and uses of the council car parks or station car parks.

The Stakeholder Panel is an external consultative body representing key interests within the town centre and has a number of purposes which were explained to members, together with the role of individual members. Representatives would be drawn from a number of areas. The view was expressed that those appointed to the stakeholder panel should be representative of the town as a whole, which was the intention, including from seldom heard groups. In terms of seldom heard groups it was suggested that this could include different ethnic and faith groups, tenants and residents associations, PTAs, school councils and engagement via 3rd parties.

The next steps in the Development Sector engagement were set out together with a proposed questionnaire for interested parties. The view was expressed that the delivery of any elements of the scheme, such as new public toilets, soon would be welcomed.

RESOLVED:

That the presentation be welcomed.

24/40 ANY QUESTIONS REFERRED TO THE EXECUTIVE MEMBER (MEMBER SERVICES TO BE ADVISED OF ANY QUESTIONS AT LEAST 4 DAYS PRIOR TO THE MEETING)
(Agenda Item 8)

None

24/41 EXCLUSION OF PRESS AND PUBLIC
(Agenda Item 9)

RESOLVED:

That the press and public be excluded from the meeting during consideration of the following item of business as there may be disclosure of exempt information as defined in Part I of Schedule 12A of the Local Government Act 1972

24/42 EXEMPT MINUTES OF THE PREVIOUS MEETING
(Agenda Item 10)

RESOLVED:

That the exempt minutes of the meeting held on 9 November 2023 be approved as a correct record.

The meeting concluded at 8.50 pm

CHAIRMAN
FIELD_TITLE