



Enterprise and  
Growth Scrutiny  
Committee  
  
6<sup>th</sup> November 2014  
  
10.00 am

Item  
  
**3**  
  
Public

**MINUTES OF THE ENTERPRISE AND GROWTH SCRUTINY COMMITTEE MEETING  
HELD ON 9 OCTOBER 2014  
10.00 AM - 11.25 AM**

**Responsible Officer:** Julie Fildes  
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**Present**

Councillor Steve Davenport (Chairman)  
Councillors Andrew Bannerman, Martin Bennett, Nicholas Bardsley, Pauline Dee (Vice  
Chairman), Charlotte Barnes, Dean Carroll, John Hurst-Knight, Jean Jones and  
William Parr

**19 Apologies for Absence and Substitutes**

There were no apologies for absence.

**20 Disclosable Pecuniary Interests**

Members were reminded that they must not participate in the discussion or voting on  
any matter in which they had a Disclosable Pecuniary Interest and should leave the  
room prior to the commencement of debate.

**21 Minutes**

**RESOLVED:**

That the Minutes of the meeting held on 4<sup>th</sup> September 2014 be approved as a  
correct record and signed by the Chairman.

**22 Public Question Time**

There were no Public Questions.

**23 Member Question Time**

There were no questions from Members.

## 24 **Supporting the Tourism Sector and Delivering Shropshire's Visitor Economy Strategies Through Destination Partnerships**

The Tourism Officer described the localities covered by the four Destination Partnership areas which comprised of North, South, Shrewsbury and Bridgnorth, and the partnerships which supported them.

The Visitor Economy Manager explained that Shropshire Council worked closely with the private sector, voluntary sector and other members of the public sector to provide robust structures, clear strategies, actions and plans to continually improve the visitor experience and encourage tourists to return to the area and stay longer.

Members noted that tourism was an important aspect of Shropshire's economy and that the Visitor Economy Team was working closely with the Business Growth Re-design Team. It was acknowledged that as the Business Growth Re-Design Team developed their commissioning model, the Visitor Economy team would work with them to map over the visitor economy delivery options into the commissioning model.

Work with the Local Enterprise Partnership (LEP) partners to promote the whole area was discussed and the possibility of increased access to European Funding was noted.

Mandy Thorn, the Chairman of the Shropshire Business Board, was invited to speak. She expressed support for the work that had been undertaken to promote the visitor economy and emphasised the importance of continuing to bid for European funding. She added that with regard to the application for LEP funding, it was important to demonstrate when bidding, that projects could be delivered. The Deputy Portfolio Holder for Business Growth added that Central Government and European Funding providers also considered evidence of job creation as an important application criteria for a successful funding bid.

In response to a Member's query, the Visitor Economy Manager agreed that it was vital to identify and use existing resources to their best advantage as well as working with partners to ensure efficient use of all resources.

A Member asked for clarification of the Cambridge Model referred to in the report and the Visitor Economy Manager agreed to ascertain whether it took into account internal county tourism and displaced expenditure.

Members asked for information regarding the promotion of Shropshire overseas, as it was recognised that overseas visitors were likely to stay longer and spend more. The Visitor Economy Manager explained that limited resources meant that promotion overseas had to be targeted and that particular areas of the world had been identified. He continued that much of the promotion work was done through building good working relationships with overseas press officers. A Member suggested that with such a small budget it was necessary to identify and prioritise emerging markets.

In response to a Member's query the Visitor Economy Manager agreed that much work was undertaken with large national bodies, such as the National Trust and Visit England, to encourage them to promote the area nationally.

Referring to tourism promotion within Shrewsbury the Visitor Economy Manager explained that the earlier reports had been based on the expected development of the Riverside that had subsequently not gone ahead, and advised that the figures would be revised through Destination Shrewsbury. The Visitor Economy team would work closely with the Shrewsbury Business Improvement District (Shrewsbury BID) once it was in a position to do so. She confirmed that there was a group within Shrewsbury BID dedicated to marketing.

A Member asked for information relating to the total spend on the Tourism Economy related to the number of jobs in the sector and how this related to other sectors of the economy in the county. It was estimated that this sector accounted for in excess of 10% of the jobs in the County. A Member commented that the Visitor Economy team comprised of three people who supported 10% of the work force in the county.

Members advocated a greater role for local Members and Town and Parish Councillors in the promotion of tourism projects in the county, and recognised the importance of working with neighbouring counties and countries and to adopt a holistic approach for promoting the region. .

**Resolved:**

- That the recommendations in the report be noted by the committee;
- That the significant contribution made by the visitor economy to the global economy of Shropshire both through the support of employment and visitor spend also be noted;
- That further information be made available to the Committee once the outcome of the LEP bid be known; and
- That the potential for Members as a resource for promoting Shropshire be explored.

**25 Establishment of the Economic Growth Re-design Task and Finish Group (To Follow)**

Members considered the scoping document for the proposed Economic Growth Redesign Task and Finish Group. It was agreed that the group would comprise of four or five Members and all Members would be invited to express an interest in serving on this Group.

It was noted that due to the timeframes involved the work would be done rapidly.

**RESOLVED:**

That the Economic Growth Redesign Task and Finish Group be established in accordance with the terms of reference detailed in the scoping document.

**26 Future Work Programme of the Enterprise and Growth Scrutiny Committee**

It was agreed that the Head of Public Protection would be invited to attend the next meeting of the Enterprise and Growth Scrutiny Committee on the 6<sup>th</sup> November 2014 to provide information on the new Licensing Policy.

**RESOLVED:**

That an additional meeting of the Committee be held on the 6<sup>th</sup> November 2014 be added to the Committee Diary to consider the new Licensing Policy.

**27 Dates for Future Meetings**

**RESOLVED:**

That the Committee next meets on Thursday 6<sup>th</sup> November 2014.

Signed ..... (Chairman)

Date: