Economy and Tourism Overview and Scrutiny Panel
Tuesday 5 February, 2013 at 6.00pm
HMS Phoebe Committee Room, Town Hall, Bournemouth

Panel Members:
Councillor Bob Chapman - Chairman
Councillor Amedeo Angiolini
Councillor David d’Orton-Gibson
Councillor Ian Lancashire
Councillor Roger Marley
Councillor Mark Battistini - Vice-Chairman
Councillor Anniina Davie
Councillor Barry Goldbart
Councillor Sue Levell

For further information please contact: Jill Holyoake, Democratic Services Officer, Legal and Democratic. Tel: 01202 454715. E-Mail: jill.holyoake@bournemouth.gov.uk

For electronic copies of agenda, minutes and reports visit the Council’s website: http://www.bournemouth.gov.uk/CouncilDemocracy/Councillors/BoardsPanels/EconomyTourismOverviewScrutinyPanel.aspx

Members of the Public and any Councillor are welcome to attend this meeting.
A loop system for hearing impairment is provided, together with disabled access to the building.
If Councillors and visitors wish to attend meetings and have particular needs they should inform the Council before arriving at the meeting.

Public information:

Request to speak - ‘Deputation’:
Persons may send a request for a deputation in relation to items on this agenda. The request must be sent in writing or electronic mail to Jill Holyoake at the address shown above.

Public Questions:
Any member of the public whose name appears on the Electoral Roll for Bournemouth - which includes a person under the age of 16 years living in Bournemouth and who is escorted by a qualifying adult - may ask a question in relation to items on this agenda. Questions must be sent in writing or electronic mail to Jill Holyoake at the address shown above.

THE DEADLINE FOR RECEIVING REQUESTS TO SPEAK AND PUBLIC QUESTIONS IS MONDAY 4 FEBRUARY 2013 AT 6.00PM
Items for Discussion with the Press and Public Present

1. **APOLOGIES**

2. **SUBSTITUTE MEMBERS**

   The Democratic Services Officer will report on any changes in the membership of the Panel notified in advance in accordance with Procedure Rule 89.

3. **DECLARATIONS OF INTEREST**

   To receive any declarations of interest from Members of the Panel on matters being considered.

4. **CONFIRMATION OF MINUTES**

   To confirm the minutes of the meeting held on 10 October 2012.

5. **PUBLIC ISSUES**

   a. **Public questions**
      To receive any public questions under Procedure Rule 32.

   b. **Deputations**
      To receive any deputation requests under Procedure Rule 37.

   c. **Petitions**
      To receive any requests to present a petition under Procedure Rule 40.

6. **PERFORMANCE MANAGEMENT - QUARTERLY MONITORING**

   6.05 - 6.15pm To consider the quarterly monitoring report on performance measures for Economy and Tourism - see report circulated at ‘A’.

7. **UPDATE ON CORE SERVICE TRANSFORMATION**

   6.15 - 6.35pm To receive an update from the Executive Director for Environment and Economy on Core Service Transformation projects which cover service areas within the Panel’s remit.
8. ‘PARKING IN PARKS’ TASK AND FINISH GROUP - FINAL REPORT
6.35 - 6.55 pm See report to be circulated at ‘B’ to be presented by Lead Member, Councillor Ian Lancashire, and Lead Officer, the Parks Development Manager

9. UPDATE ON SEAFRONT STRATEGY
6.55 - 7.15pm To receive an update on progress from the Seafront and Business Development Team.

10. BOURNEMOUTH COASTAL ACTIVITY PARK
7.15 - 7.30pm To receive an update from Project Board Members, Councillors Angiolini and Battistini.

11. ANY OTHER BUSINESS

To consider any other business of which prior notice has been received and by special circumstances, which shall be specified in the minutes, the Chair is of the opinion that the items should be considered as a matter of urgency.
1.0 Summary
1.1 This report sets out the 2012/13 Quarter 3 performance of the Corporate Priority Outcomes for Economy and Tourism Overview and Scrutiny Panel. This report covers the period October-December 2012.

2.0 Recommendations
2.1 That the Economy and Tourism Overview and Scrutiny Panel consider and comment on the performance of corporate priority outcomes, for action by the appropriate performance manager, as necessary.
Report to Economy and Tourism Overview and Scrutiny Panel - 5 February 2013 2012/13 Quarter 3

Report on Performance of Corporate Priority Outcomes:

3.1: Improved facilities for visitors and residents - Cabinet Member Lead - Cllr Rod Cooper
3.3: Improved quality of parks and countryside - Cabinet Member Lead - Cllr Rod Cooper
4.1: Bournemouth promoted as Britain's premier coastal resort - Cabinet Member Lead - Cllr Rod Cooper
4.2: Increased regeneration for those areas most in need - Cabinet Member Lead - Cllr Jane Kelly
4.3: Increased employment opportunities through stronger partnerships with the local business community - Cabinet Member Lead - Cllr John Beesley
4.4: Bournemouth promoted as a good place to do business - Cabinet Member Lead - Cllr John Beesley
4.5: Increased graduate retention and local employment - Cabinet Member Lead - Cllr John Beesley
4.6: Growth in the Green Economy - Cabinet Member Lead - Cllr Lawrence Williams

Overall Summary of Performance

<table>
<thead>
<tr>
<th>Ref</th>
<th>Description</th>
<th>Page No</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Indicators showing red:</td>
<td></td>
</tr>
<tr>
<td>4.2</td>
<td>Increase regeneration for those areas in need</td>
<td>5</td>
</tr>
<tr>
<td>EC4.2a</td>
<td>Footfall trends</td>
<td></td>
</tr>
<tr>
<td>4.6</td>
<td>Growth in the Green Economy</td>
<td>7</td>
</tr>
<tr>
<td>EC4.6a</td>
<td>Business register and employment survey employment figure to illustrate size of the 'green economy ....</td>
<td></td>
</tr>
</tbody>
</table>

Indicators showing grey:

None

Compiled by Policy, Strategy and Performance Team Extn 4958
### Corporate Plan Performance Monitoring
#### Report to Economy and Tourism Overview and Scrutiny Panel
#### Quarterly Reporting Period: September - December 2012

<table>
<thead>
<tr>
<th>Ref</th>
<th>Description</th>
<th>Unit of Measure</th>
<th>Good Performance is H/L figure</th>
<th>Frequency</th>
<th>Previous Data</th>
<th>Latest Data</th>
<th>Target</th>
<th>Direction of Travel</th>
<th>Current RAG Status</th>
<th>Previous RAG Status</th>
<th>Performance Manager</th>
</tr>
</thead>
<tbody>
<tr>
<td>EC3.1a</td>
<td>Customer satisfaction rating (a) Seafront (b) Tourist Information Services</td>
<td>%</td>
<td>High</td>
<td>Annual</td>
<td>N/A</td>
<td>(a) 95%</td>
<td>(b) 94%</td>
<td>N/A</td>
<td>Green</td>
<td>Green</td>
<td>Mark Smith, Tourism &amp; Corporate Comms</td>
</tr>
</tbody>
</table>

**Comment:** The high satisfaction levels were maintained, although some areas have seen a decline. 4 Blue Flags, 2 Quality Coast awards. Date new data available - Summer 2013.

| EC3.1b | Purple Flag retention - efficient management of Night Time Economy | Number          | High                             | Annual    | 1 Purple Flag (2011) | 1 Purple Flag (2012) | Annual award at interim application | Green | Green | Mark Smith, Tourism & Corporate Comms |

**Comment:** The Interim Renewal application was successful, the Purple Flag will be retained until the outcome of the next FULL assessment in June 2013.

### 3.3: Improved quality of Parks and Countryside


**Comment:** Judging takes place in June every year.

---

**RAG Status**
- Red - Slippage
- Amber - Ongoing
- Green - Achieved
- Grey - Not Provided
- Blue - Not measured in this quarter
# Corporate Plan Performance Monitoring

## Report to Economy and Tourism Overview and Scrutiny Panel

**Quarterly Reporting Period: September - December 2012**

<table>
<thead>
<tr>
<th>Ref</th>
<th>Description</th>
<th>Unit of Measure</th>
<th>Good Performance is H/L figure</th>
<th>Frequency</th>
<th>Previous Data</th>
<th>Latest Data</th>
<th>Target</th>
<th>Direction of Travel</th>
<th>Previous RAG Status</th>
<th>Current RAG Status</th>
<th>Performance Manager</th>
</tr>
</thead>
<tbody>
<tr>
<td>EC4.1a</td>
<td>Number of Blue Flags and Quality Coast Awards</td>
<td>Number</td>
<td>High</td>
<td>Annual</td>
<td>4 Blue Flags, 2 Quality Coast awards (2011)</td>
<td>4 Blue Flags, 2 Quality Coast awards (2012)</td>
<td>4 Blue Flags, 2 Quality Coast awards</td>
<td>⇧</td>
<td>Green</td>
<td>Green</td>
<td>Mark Smith, Tourism &amp; Corporate Comms</td>
</tr>
</tbody>
</table>

**Comment:** Applications to be made in November and outcome to be announced in May 2013.

| EC4.1b | Positive Tourism PR coverage - advertising value equivalent - AVE | £ | High | Every 2 years | N/A | £3 million from Jan. to April 2012 | N/A | ↑ | Green | Green | Mark Smith, Tourism & Corporate Comms |

**Comment:** Record AVE helped by excellent coverage from the Giant Deckchair and the Beach Wedding campaign and publicity. Further coverage for Air Festival and return of the deckchair plus the Olympic Torch Relay values at £3 million AVE.

## 4.2: Increase regeneration for those areas in need

| EC4.2a | (a) Retail Voids | Number | Low | Monthly | 13.6% (May 2012) | 10% (Dec 2012) | No voids | ⇧ | Green | Green | Mark Smith, Tourism & Corporate Comms |

**Comment:** Data to December 2012 shows retail voids running at circa 10% which is 3.6% improvement on the May 2012 data from LDC (the latest readily available).
## Corporate Plan Performance Monitoring
### Report to Economy and Tourism Overview and Scrutiny Panel
#### Quarterly Reporting Period: September - December 2012

<table>
<thead>
<tr>
<th>Ref</th>
<th>Description</th>
<th>Unit of Measure</th>
<th>Good Performance is H/L figure</th>
<th>Frequency</th>
<th>Previous Data</th>
<th>Latest Data</th>
<th>Target</th>
<th>Direction of Travel</th>
<th>Previous RAG Status</th>
<th>Current RAG Status</th>
<th>Performance Manager</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(b) Footfall trends</td>
<td>%</td>
<td>High</td>
<td>Monthly</td>
<td>-10.4% (Nov 2012)</td>
<td>-17.7% (Dec 2012)</td>
<td>no specified target - footfall is an indicator of a places 'appeal'</td>
<td>Footfall declined significantly in the last quarter</td>
<td>Green</td>
<td>Red</td>
<td>Mark Smith, Tourism &amp; Corporate Comms</td>
</tr>
</tbody>
</table>

**Comment:** Footfall count reports the facts from two footfall counters located in the town. A more incisive analysis indicates a very strong footfall performance on the majority of key dates leading up to Christmas. Greatest footfall falls occur in the non peak shopping days in the month, which coincided with very wet weather, and in the evening and Night Time Economies which are struggling and have done so throughout the year.
## Corporate Plan Performance Monitoring

**Report to Economy and Tourism Overview and Scrutiny Panel**

**Quarterly Reporting Period: September - December 2012**

<table>
<thead>
<tr>
<th>Ref</th>
<th>Description</th>
<th>Unit of Measure</th>
<th>Good Performance is H/L figure</th>
<th>Frequency</th>
<th>Previous Data</th>
<th>Latest Data</th>
<th>Target</th>
<th>Direction of Travel</th>
<th>Previous RAG Status</th>
<th>Current RAG Status</th>
<th>Performance Manager</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>EC4.3a</td>
<td>Annual estimates of jobs in the Borough</td>
<td>Number</td>
<td>High</td>
<td>Annual</td>
<td>75,800 (2009) 75,500 (2010)</td>
<td>76,400 (2011)</td>
<td>N/A</td>
<td>Improving</td>
<td>Green</td>
<td>Green</td>
<td>Sue Bickler, Planning &amp; Transport</td>
</tr>
</tbody>
</table>

**Comment:** The authority through its Recession Fund has awarded Dragon's Den style grants to local businesses. The authority works closely with Dorset LEP, Bournemouth Chamber and has provided support and guidance to trading groups. The authority has also provided free workshops on topics such as tax and the use of social media.

| EC4.4a | Positive Tourism PR coverage - advertising value equivalent - AVE | £ | High | Every 2 years | N/A | £3 million from Jan. to April 2012 | N/A | Improving | Green | Green | Mark Smith, Tourism & Corporate Comms |

**Comment:** As ET4.1b comment above plus £300,000 coverage from Launch of new Conference Coast Brand by BHLive trust.

### RAG Status

- **Red** - Slippage
- **Amber** - Ongoing
- **Green** - Achieved
- **Grey** - Not Provided
- **Blue** - Not measured in this quarter
## 4.5: Increased graduate retention and local employment

**EC4.5a** Use of Bournemouth University & AUCB's destination survey to estimate number of graduates taking up jobs locally  

<table>
<thead>
<tr>
<th>Ref</th>
<th>Description</th>
<th>Unit of Measure</th>
<th>Good Performance is H/L figure</th>
<th>Frequency</th>
<th>Previous Data</th>
<th>Latest Data</th>
<th>Target</th>
<th>Direction of Travel</th>
<th>Previous RAG Status</th>
<th>Current RAG Status</th>
<th>Performance Manager</th>
</tr>
</thead>
<tbody>
<tr>
<td>EC4.5a</td>
<td>Use of Bournemouth University &amp; AUCB's destination survey to estimate number of graduates taking up jobs locally</td>
<td>%</td>
<td>High</td>
<td>Annual</td>
<td>10% of 2009/10 graduates found jobs locally</td>
<td>10% of 2010/11 graduates found jobs locally</td>
<td>N/A</td>
<td>◮</td>
<td>Amber</td>
<td>Amber</td>
<td>Sue Bickler, Planning &amp; Transport</td>
</tr>
</tbody>
</table>

**Comment:** The authority is working to encourage high tech, high growth businesses to the area. It is working with the university to support the Creative Industries sector.

## 4.6: Growth in the Green Economy

**EC4.6a** Business register and employment survey employment figure to illustrate size of the ‘green economy’ - definition from www.yorkshirecities.org.uk/research-library/2011/green-jobs-final-report  

<table>
<thead>
<tr>
<th>Ref</th>
<th>Description</th>
<th>Unit of Measure</th>
<th>Good Performance is H/L figure</th>
<th>Frequency</th>
<th>Previous Data</th>
<th>Latest Data</th>
<th>Target</th>
<th>Direction of Travel</th>
<th>Previous RAG Status</th>
<th>Current RAG Status</th>
<th>Performance Manager</th>
</tr>
</thead>
</table>

**Comment:** It is difficult to identify a clear definition of the green economy. The definition used above is a narrow one and excludes activities in the ‘knowledge’ economy. We are continuing to examine the definitions and sources of data and have contacted those involved in the Green Economy to assist with this.