

**Minutes**

**Economic Scrutiny Panel**

**3<sup>rd</sup> October, 2007, Belmont Community Centre**

**Present:** Councillor Hopgood (in the Chair)  
and Councillors Bartle, Colledge, Guy, Lightley, Marsden, Simmons,  
Simpson and Wilkes

**Also Present:** Mr Martin Boulton – Tourism & Conference Officer  
Councillors Kellett, Robinson & Turnbull

**1. Apologies**

Apologies were received from Councillors Kelly, Plews and Stoddard

**2. Minutes**

The Minutes of the Meeting held on 4<sup>th</sup> September, 2007 were agreed as a true record subject to the inclusion of Councillor Simpson's apologies being recorded.

**5.35 p.m. Councillor Robinson joined the meeting**

**3. Scrutiny of Tourism**

At June Cabinet it was resolved that the relevant Portfolio Holder and Officer prepare a report for consideration at a future Cabinet meeting on the implications of adopting the Panel's recommendations. Mr Boulton advised the Panel in response to recommendation 4.3, that the City of Durham Council were working closely with Durham Tourism Partnership and One North East especially from a marketing perspective and that a brochure had been produced by them and distributed via Tourist Information. Members were very impressed by the content and quality of the brochure.

Mr Boulton informed Members that it was the aim of Cultural Services to hold a festival per month and that this was an achievable target.

A comprehensive study had been carried out by 'Placemark' into the signage used in the City Centre, the study will be launched as a strategy at a later date.

The City of Durham Council Tourism section were responsible for producing specialist brochures, Members were asked if they could nominate a place of interest within their ward. Mr Boulton advised Members that it had been suggested that Members be contacted and asked to give an opinion on this. The Chair suggested that the questionnaire for Members should be sent out via the Members Courier.

Mr Boulton was asked about the relationship the City had with coach operators. The Panel were informed that relationships had been built with coach and tour operators and they came back to the City the same

week/weekend every year. Mr Boulton informed Members that Durham City had come third after Blackpool and London as a group friendly place and that St. Aidan's College had won best group accommodation.

Mr Boulton was asked about the coach park and its lack of facilities and advised that coaches would set down/drop off passengers at the bottom of Walkergate steps, where visitors had access to lifts or could use the steps which would take them to Walkergate and Millennium place, thus giving access to the facilities in the Gala and to The Tourist Information. The panel were advised that meet and greet staff could be arranged to meet the coaches. Also, the bus drivers could receive a £5.00 lunch voucher for the Gala as reimbursement for the £5.00 parking fee.

#### **4. Final Report – Scrutiny of Disabled Parking**

The Panel agreed that the report be sent to Scrutiny Panel and the relevant Portfolio Holder for consideration.

#### **5. Scrutiny of CCTV**

Members of the Panel set out a plan as to how they would scrutinise CCTV.

#### **6.23 p.m. Councillor Kellett left the meeting**

The Panel decided that it wished to approach the scrutiny initially with a stocktake of what equipment was currently in use, how effective was it and whether the equipment we have in use is fit for purpose.

#### **6.25 p.m. Councillor Simpson left the meeting**

The Panel decided that the Portfolio Holder for Communities and the Head of Housing be invited to come to the next meeting to give the panel this information.

The Meeting Terminated 6.32 p.m.