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## **ENVIRONMENT COMMITTEE**

**Minutes of a Meeting held on Thursday 17 July 2014 in the Council Chamber, Town Hall, Matlock at 6.00pm**

### **PRESENT**

Councillor Steve Bull - In the Chair

Councillors Sue Burfoot, Albert Catt, Ann Elliott, Steve Flitter, Chris Furness, Cate Hunt, Angus Jenkins, Mike Ratcliffe, Lewis Rose, OBE, Geoff Stevens MBE, Judith Twigg, Carol Walker.

Sandra Lamb (Head of Corporate Services), Giles Dann (Policy & Economic Development Manager), Steve Capes (Head of Regeneration and Policy) and Jackie Cullen (Committee Assistant).

### **APOLOGIES**

Apologies for absence were received from Councillors Andrew Shirley, Peter Slack and Jo Wild. Councillors Albert Catt and Judith Twigg attended as Substitute Members.

### **68/14 – MINUTES**

It was moved by Councillor Chris Furness, seconded by Councillor Geoff Stevens MBE and

### **RESOLVED** (unanimously)

That the minutes of the meeting of the Environment Committee held on 15 May 2014 be approved as a correct record.

The Minutes were signed by the Chairman.

### **69/14 – PERFORMANCE REPORT 2013/14**

The Committee considered a report that assessed the relevant performance indicators in 2013/14. The District Council improved its performance in 63% of its Priority Indicators. With regard to the 3 Priority Indicators for services falling under the remit of this Committee, the target for increasing the proportion of household

waste sent for recycling or composting was achieved and the performance of this indicator also improved. The two remaining targets – keeping 99% of streets litter free and reducing the amount of household waste collected (the increase in part due to the enhanced kerbside recycling service) – were not achieved. Details were included in the report, and Appendix 1 to the report gave a summary of performance against the indicators in 2013/14 and proposed the targets for 2014/15. The Action Plan for 2014/15 was set out in the report.

Progress on the Priority Indicators would be reported at the next Committee meeting in December 2014.

It was moved by Councillor Lewis Rose, OBE, seconded by Councillor Mike Ratcliffe and

**RESOLVED**  
(Unanimously)

1. That the improvement in performance in 1 of the 3 Performance Indicators falling under the remit of this Committee in 2013/14 be noted
2. That the 2014/15 classification of Performance Indicators be noted
3. That the proposed action plan for the Red indicator be noted.

## **70/14 - REVIEW OF TOURISM SERVICES**

The Committee considered a report that informed Members of the recommendations arising from the review of the Council's Tourism Service and sought endorsement of the recommendations outlined.

On 26<sup>th</sup> September 2013, the Council considered the Medium Term Financial Plan which showed that over the next three years, savings of over £1.4 million were required. At the same meeting, the Council considered a report on 'Planning for the Future', which approved a series of service reviews, including a review of tourism services, which would be carried out with the intention of achieving savings to contribute towards the overall savings target.

At the meeting of this Committee on 28<sup>th</sup> November 2013, Members endorsed the scope of the review, as set out in the report.

It was noted that the recommendations would be implemented over a period of time.

Councillor Rose requested that it be placed on record that he, on behalf of the Committee, thanked the Corporate Director and his team for the enormous amount of hard work they had carried out in generating this review and in presenting to the Committee such a comprehensive, detailed report.

It was moved by Councillor Lewis Rose, OBE, seconded by Councillor Carol Walker and

**RESOLVED**

1. That the District Council develop a long term Visitor Strategy

- for the Derbyshire Dales in accordance with the visitor dispersal objectives of Visit Peak District and Derbyshire DMO and the Council's own Economic Development priorities.
2. That the District Council's role in product development initiatives be focussed upon, and undertaken in accordance with, a coherent Visitor Strategy for the Derbyshire Dales which reflects the objectives of VPD&D and also links to the Council's wider Economic Development objectives.
  3. That opportunities are taken to extend the remit of existing staff into supporting wider economic development initiatives including promoting the District for inward investment and development of employment sites.
  4. That pro-active measures are implemented to reduce the District Council's direct support for VIP's over a period of time with the objective being that VIP's become more self-sustainable through the increased use of information technology.
  5. That Service Level Agreements (SLA's) be negotiated and implemented for Arc Leisure Matlock and Ashbourne Library in order to clarify the roles and responsibilities of the venue in managing the VIP.
  6. That any future expansion of the existing VIP network should be based upon the Visitor Strategy for the Derbyshire Dales supported by a proven cost/benefit analysis and a clear exit strategy for District Council support.
  7. The Peak District National Park Authority and District Council work strenuously together in partnership to develop business opportunities within the visitor centre, based on an options appraisal to be completed during 2015/16, to ensure that the centre operates on a cost neutral basis reducing District Council funding support to zero by 1<sup>st</sup> April 2016.
  8. That in the event that the options appraisal to be completed during 2015/16, does not ensure that the centre operates on a cost neutral basis in the 2016/17 financial year, the District Council will consider withdrawing entirely from Bakewell Visitor Centre in accordance with the notice periods included within the Service Level Agreement.
  9. That discussions be undertaken with Visit Peak District and Derbyshire DMO to secure a destination wide agreement on the development of a consistent approach to branding across the Peak District and a destination dispersal plan. Once agreed, all Derbyshire Dales tourism publications should be produced in accordance with the agreed approach.
  10. That the District Council undertake a review of its existing portfolio of tourism publications, including frequency and volume, in order to establish the most cost effective means of future publication and dispersal prior to any additional and/or new tourism publications being produced.

11. That annual discussions be undertaken with Visit Peak District and Derbyshire DMO to agree on the publications schedule for the Derbyshire Dales. Preference should be given to jointly produced publications, more flexible forms of provision such as increased use of digital media and new technologies in preference to printed media in order to reduce duplication and secure economies in production costs.
12. That the District Council identifies key strategic dispersal places within the district where literature can be displayed collectively in accordance with the Visitor Strategy.
13. That the District Council utilise [www.visitpeakdistrict.com](http://www.visitpeakdistrict.com) as the official website portal for Peak District tourism and the publication of Derbyshire Dales related information, supplemented as appropriate by use of the District Council's own website.
14. That discussions be undertaken with VPD&D to explore the potential to improve the current DMS system and reduce the current inefficiencies that exist in sourcing and updating information.
15. That discussions be undertaken with VPD&D to explore the opportunities to mitigate the business continuity risk that currently exists as a result of the DMS being maintained solely by VPD&D.
16. That a clearer focus to industry support from an economic development perspective is pursued including closer working with the Derbyshire Dales Business Advice service in order assist in the growth and development of tourism businesses in accordance with the objectives of the D2N2 Strategic Economic Plan.

**Voting:**

In favour	15
Against	1
Abstentions	0

The Chairman declared the motion carried.

**MEETING CLOSED 6.32 PM**

**CHAIRMAN**