

**STATEMENT BY COUNCILLOR J JEFFERSON
CABINET MEMBER FOR TOURISM & CULTURE SERVICES**

LEISURE SERVICES

East Meets East Project

NYCC Coast and Moors Area Committee approved a grant of £45,000 to Scarborough Borough Council and Coast & Moors Voluntary Action for the East Meets East project.

The 2 year project commencing in April 2011 includes the appointment of a Partnership Co-ordinator to work with local stakeholders to take advantage of the opportunities presented by the Olympic/Paralympic Games and develop existing links between Scarborough Borough (East Coast) and the London Borough of Hackney, east end of London (one of the 6 London Boroughs hosting the 2012 Olympics).

The project is inspired by the Olympic ideals of ambition, achievement and collaboration and aims to foster links through sport, culture and the arts between the diverse communities in the two areas.

Energy Management

Leisure Services has been working with the Borough Council's Energy Manager on a number of recent projects to improve energy efficiency and reduce the Council's carbon foot print. Works include the installation of:

- motorised pool covers which retain heat when the water is not in use at Scarborough Indoor Pool and Whitby Leisure Centre
- new more efficient boiler controls at Whitby Leisure Centre
- lighting adaptors at Scarborough Indoor Pool and at Whitby Leisure Centre
- motion sensor lighting controls (PIR's) at 22 public conveniences and changing rooms and toilets at Whitby Leisure Centre and at Scarborough Sports Centre to reduce power consumption.

PARKS AND COUNTRYSIDE SERVICES

Parks Maintenance

Operations are still a little behind schedule with prolonged spells of wet weather compounding the delays caused by the severe frost and snow before Christmas. Many plants have suffered from the wintery weather with heavy losses of both seasonal and permanent plants, these losses will take several years to recover.

Community Participation

The first two months of 2011 have brought mixed fortunes to volunteer groups across the Borough. The very cold weather has delayed maintenance work which community groups would normally have been busy with in the first few weeks

following New Year. However, everyone is catching up now and, although some projects such as bulb planting are happening much later than would normally be expected, volunteers are happy to be out and completing tasks. There will be a mammoth tree planting exercise at the end of February and throughout March when over 1000 free trees will be planted by Community Groups at various locations across the Borough courtesy of a partnership between the Royal Horticultural Society, The Woodlands Trust and Volunteers.

The final total for the volunteer hours worked throughout the Borough in 2010 by Parks & Countryside supported Community Groups was 16,100 equating to over £120,000 in monetary terms of work freely given. Additionally, people undertaking work experience placements and referred to Parks and Countryside from employment agencies, completed over 5,000 hours of work equating to £37,500 of added value of work completed.

Parks Development

Completion of Phase 2 of the Royal Albert Park improvements is awaiting installation of the live monitored CCTV camera for Hairy Bob's Skate Park. Technical and financial issues are still being addressed.

Phase 3 of the Royal Albert Park improvements, the restoration of the three concrete shelters behind the Alexandra Bowls Centre is ongoing. The project is to be tendered by Technical Services with returns due in for the end March following which it will be referred to the Friends of Royal Albert Park and Cabinet for approval. Budget: c.£120K.

The Lottery and LEADER funded play area at Ingham Park, Sleights, is 80% complete following resumption of work after the adverse weather of early winter. Budget, c.£120K; Completion expected 4 March 2011, weather permitting.

Hard landscaping and installation of Community mosaic at Edgehill Community Garden is completed and trees are planted. The project will be completed shortly. Budget: £49K, funded by Lottery Community Spaces.

Further land drainage will be carried out at Manor Road Play Area (delivered by Groundwork under the Playbuilder programme). Parks will be installing some additional play equipment over the next few weeks to complete the project.

White Leys Play Area, Whitby, delivered by Groundwork, also under the Playbuilder programme, has now been completed following additional work by Parks.

Design work on the final Playbuilder play areas at Filey Country Park and Castle Dykes is well underway and the necessary consents are being sought. These are being delivered by Groundwork and SBC Parks respectively. The timetable is a little more relaxed as the funding will carry over into 2011/12 but they should both be completed before summer 2011.

Consultation on the replacement play area for Byland Road Whitby is under way. This project is to be implemented in 2011 by SBC Parks and Countryside Service to tie in with completion of the adjacent affordable housing development.

A report is due to be taken to Cabinet in March regarding the various options for expanding the supply of allotment sites in Scarborough. All of the options under consideration will require funds to implement.

TOURISM

Structure

The local branch of the Welcome to Yorkshire is currently being developed with Janet Deacon heading up the team. The team will consist of officers from Ryedale, Scarborough and additional resources will be provided as a result of funding from Welcome to Yorkshire. The Tourism Bureau and TIC's team will also provide support in terms of delivering regional and local objectives.

In addition to the above two Public/Private Sector advisory boards are being established, one along the Coast and the other in Ryedale. The boards will have representatives from wide tourism sector and will work with Welcome to Yorkshire local branch in developing strategy to ensure that the borough's/areas products are well represented in regional and local marketing campaigns.

Business Tourism

Business Tourism Activity plans are currently being drawn up for this year by yorkandscarborough conference team. Activity will include attendance at Confex exhibition in March, Familiarisation/Showcase visits, Press and PR, new Conference Guide and improved web presence. There will be a great deal of Press and PR activity based around the re-development work at the Spa with key conference buyers also being invited to visit the refurbished venue.

Campaigns

A whole range of marketing campaigns are currently being drawn up which will include, outdoors, food and drink, art and culture, golf and gardens. New detailed destination pages are also being developed on Yorkshire.com to ensure that the key resort brands of Scarborough, Whitby, Filey and Robin Hoods bay are represented. Welcome to Yorkshire are also supporting key festivals and events across the Borough through the provision of cash and extensive marketing and PR activity.

The Borough has received some fantastic PR and Press coverage over the last couple of months as a result of working with Welcome to Yorkshire, including features in the Golf Monthly magazine. Two pieces of BBC Worldwide coverage for Whitby - one about Whitby as a Tourism destination - the other relating to the Goth events. Whitby was also featured in the Mail on Sunday.

Work has also begun on the redevelopment of discoveryorkshirecoast.com the Borough's local destination web-site. The site is due to be re-launched in April and will have some new functionality and features.

Scarborough Spa/Whitby Pavilion

The new season has already seen a sell out comedy event for March with 18% of tickets sold online which is an increase of over 15% on average events. This is due

to the social media activity via twitter and face book which is proving very successful for all our entertainment.

The Rock n Roll festival brought over 800 visitors to the venue over 3 days with a significant bar spend of over £16000.00

Coastival sales have also benefited from the social media activity. With sell out numbers for the lead event the Levellers

Catering have had some very successful events with the Scarborough Hospitality Ball and Hospital Ball and the Spa's eighties night in Scarborough and the Mulgrave Estate dinner and Whitby town football club dinner in Whitby catering for over 1000 attendees

The sales and marketing team have now moved into the new office in the cottage at the Spa.

The cinema continues to be a success at the Pavilion with the 3D weekend seeing good visitor numbers.

Falsgrave Community Resource Centre

The Falsgrave Community Resource Centre has recently being awarded a contract to supply all training rooms and facilities for North Yorkshire County Councils Workforce Development Group. The Falsgrave Centre was chosen for its competitive pricing structure and high customer service levels. The contract will be to supply training room facilities for up to 139 various training courses to be held throughout 2011. The centre beat local opposition from hotels and Basics Plus to be awarded the contract.

Throughout January the Centre has being thoroughly redecorated by local volunteers and community groups which has given community members more involvement within the centre.

The Spencer Suite based within the Falsgrave Centre has seen occupancy levels increase throughout January with the introduction of new ECDL computer courses which is the result of new partnership working with Scarborough Adult Learning services; The new courses run Monday, Wednesday and Thursday evenings.

Evron Centre

The Evron Centre business units are now fully occupied. The last remaining unit has been leased out to a development and technology company based in Huddersfield, who have chosen the Evron Centre as the new base for the expansion of their business into the Yorkshire coast area.

The Evron Centre continues to work closely with the local community and currently working towards a royal wedding celebration day which will include live screening of the event in the Evron Centre concert hall. Filey 4 wards are working closely with Centre management to organise celebrations within the centre to ensure that the event in Filey is given maximum exposure.

Work will soon commence on the replacement of the existing telephone system which will give our clients a new updated system which meets the modern requirements of our current /future business clients and also cements the Evron Centres position within the Yorkshire coast area as a premier Business Centre. The funding for the new system which was announced in January will be financed through the SBC ICT Fund and the Evron Centre.

Film Friendly Partnership with Screen Yorkshire

Rowena Marsden has dealt with 11 film inquiries in the first 6 weeks of 2011. As well as ongoing assistance to the 2 BBC TV production teams that are currently filming in the area (Sugartown and Town Series)

Events co-ordination

The 2011 event list shows that September weekends are already booked with at least two different events each weekend.

Confirmation has been received for two local groups to run their events through the Open Air Theatre (OAT) site.

Race for Life will now take place in North Bay on Sunday 8 May whilst McCains10K will use the OAT site as their start/finish base for their event Sunday 9 October.