

For publication

Scrutiny project group report on the visitor economy strategy

Meeting:	Cabinet
Date:	8 February, 2022
Non-executive:	Report of the Community, Customer and Organisational Scrutiny Committee
Directorate:	Corporate
For publication	

1.0 Purpose of the report

- 1.1 To present, for consideration by Cabinet, the report and recommendations of the Community, Customer and Organisational Scrutiny Committee on the development of the visitor economy strategy (attached at Appendix 1).
- 1.2 The report also provides the statutory written notice that must be given by the Community, Customer and Organisational Scrutiny Committee to Cabinet to take required action as at section 4.3 below

2.0 Recommendations

- 2.1 That Cabinet consider the report outlining the findings of the scrutiny project group.
- 2.2 That, subject to the approval of the strategy and action plan by Full Council on 23 February, 2022, an update on the delivery of the action plan be reported to the Community, Customer and Organisation Scrutiny Committee after the strategy has been in place for 12 months to allow scrutiny to review the progress made.

3.0 Reason for recommendations

- 3.1 To contribute to the development of a vision that will provide beneficial and sustainable growth of the town as a destination and establish

priorities for marketing, investment, product development and training through constructive 'critical friend' participation.

- 3.2 To monitor progress against the implementation of the strategy and action plan during the initial stages of the plan to understand its effectiveness.

4.0 **Report details**

- 4.1 As part of the 2020/21 scrutiny work programme, the Community, Customer and Organisational Scrutiny Committee appointed a scrutiny project group (SPG) to contribute to the development of a new visitor economy strategy and action plan, provide a wider member and community perspective and strengthen the quantitative and qualitative methods and evidence base.
- 4.2 The SPG met virtually during 2020 and 2021 and provided constructive 'critical friend' engagement at each of the key stages of the strategy development. The report attached at Appendix 1 summarises SPG's aims and objectives along with the findings at each of the stages.
- 4.3 Statutory scrutiny committees are required to provide written statutory notice to Cabinet requiring action in response to its scrutiny report and recommendations. These actions require Cabinet to:
- 4.3.1 consider the attached report and recommendations;
 - 4.3.2 indicate the actions it proposes to take, if any; and
 - 4.3.3 publish its response within two months of the receipt of the report.

5.0 **Implications for consideration - Financial and value for money**

- 5.1 There are no financial implications arising from the SPG report. Engaging with the council's overview and scrutiny function allows wider member participation and constructive challenge to ensure the strategy is supporting the council's value for money priority.

6.0 **Implications for consideration - Legal**

- 6.1 This report constitutes the overview and scrutiny function's written notice to the Cabinet of its findings and the statutory requirements of the Cabinet are outlined in paragraph 4.3 above.

7.0 **Implications for consideration - Human resources**

7.1 There are no implications on human resources arising from the SPG report.

8.0 Implications for consideration – Council plan

8.1 The Overview and Scrutiny function has a vital role in overseeing reviews of projects, policies and specific services and considering performance against the objectives and priorities in the council plan. The development of a visitor economy strategy and action plan was a key activity for delivery during 2021/22 under the Council Plan 2019-2023 priority “Making Chesterfield a thriving borough”. Scrutiny involvement has contributed to the strategy development by strengthening the quantitative and qualitative methods and evidence base and achieving a deliverable action plan that supports the achievement of the Council Plan priority.

9.0 Implications for consideration – Climate change

9.1 There are no implications on climate change arising from the SPG report. A climate change impact assessment will be included in the officer’s report on the visitor economy strategy.

10.0 Implications for consideration – Equality and diversity

10.1 There are no implications on equality and diversity arising from the SPG report.

11.0 Implications for consideration – Risk management

11.1 Risks relating to the review and its recommendations, as well as mitigating actions, are shown below:

Description of the Risk	Impact	Likelihood	Mitigating Action	Impact	Likelihood
The report of the SPG is not fully considered and responded to.	M	L	SPG reports are considered by the Cabinet at meetings of the Cabinet, providing opportunity for questions and	L	L

			discussions to the SPG lead member.		
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Decision information

Key decision number	N/A – non-key decision
Wards affected	All wards

Document information

Report author	
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Appendices to the report	
Appendix 1	Report of the Community, Customer and Organisational Scrutiny Committee