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NOTICE OF MEETING

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TOURISM DEVELOPMENT FORUM

will meet on

THURSDAY, 30TH NOVEMBER, 2017

At 6.30 pm

in the

LEGOLAND HOTEL, WINDSOR

TO: MEMBERS OF THE TOURISM DEVELOPMENT FORUM

COUNCILLORS COLIN RAYNER (CHAIRMAN), GERRY CLARK, JESSE GREY,
SHAMSUL SHELIM AND NICOLA PRYER (VICE-CHAIRMAN)

SUBSTITUTE MEMBERS

COUNCILLORS MICHAEL AIREY, CHRISTINE BATESON, PAUL LION, EILEEN QUICK,
JUDITH DIMENT AND LYNDA YONG

Karen Shepherd - Democratic Services Manager - Issued: 22/11/2017

Members of the Press and Public are welcome to attend Part I of this meeting. The agenda is available on the Council's web site at www.rbwm.gov.uk or contact the Panel Administrator **Karen Shepherd** 01628 796529

Fire Alarm - In the event of the fire alarm sounding or other emergency, please leave the building quickly and calmly by the nearest exit. Do not stop to collect personal belongings and do not use the lifts. Congregate in the Town Hall Car Park, Park Street, Maidenhead (immediately adjacent to the Town Hall) and do not re-enter the building until told to do so by a member of staff.

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AGENDA

PART I

<u>ITEM</u>	<u>SUBJECT</u>	<u>PAGE NO</u>
1.	<u>APOLOGIES FOR ABSENCE</u> To receive any apologies for absence.	-
2.	<u>DECLARATIONS OF INTEREST</u> To receive declarations of interests from Members of the Forum in respect of any item to be considered at the meeting.	7 - 8
3.	<u>MINUTES</u> To note the Part I minutes of the meeting of the Panel held on 12 September 2017.	9 - 12
4.	<u>ARRIVA CLICK SERVICES</u> Presentation from Simon Mathieson, Business Development Director, Arriva.	Verbal Report
5.	<u>THAMES STREET TRAFFIC FLOW PILOT</u> Ben Smith, Head of Highways and Transport, RBWM.	Verbal Report
6.	<u>UPDATE ON MAJOR EVENTS 2018</u> Julia White, Visitor Manager, RBWM.	Verbal Report
7.	<u>REPORT FROM TOURISM DEVELOPMENT DAY</u> Julia White, Visitor Manager, RBWM.	Verbal Report
8.	<u>WHAT SUPPORT DO PARTNERS NEED FROM THE LOCAL COUNCIL</u> Councillor C Rayner, RBWM.	Verbal Report
9.	<u>RIVER STREET CAR PARK - IS AN ADDITIONAL PARKING DECK A GOOD IDEA?</u> Councillor C Rayner, RBWM.	Verbal Report
10.	<u>UPDATE ON WINDSOR COACH PARK</u> Julia White, Visitor Manager, RBWM.	Verbal Report
11.	<u>DISCUSSION ITEM: HOW MUCH OF AN IMPACT IS THE HOMELESSNESS SITUATION IN WINDSOR CAUSING ON LOCAL TOURISM/BUSINESS, IF AT ALL?</u>	Verbal Report

LOCAL GOVERNMENT ACT 1972 - EXCLUSION OF THE PUBLIC

To consider passing the following resolution:-

"That under Section 100(A)(4) of the Local Government Act 1972, the public be excluded from the remainder of the meeting whilst discussion takes place on the grounds that it involves the likely disclosure of exempt information as defined in in Paragraphs 1-7 of part I of Schedule 12A of the Act"

PRIVATE MEETING

<u>ITEM</u>	<u>SUBJECT</u>	<u>PAGE NO</u>
12.	<u>MINUTES</u> To note the Part II minutes of the meeting of the Forum held on 12 September 2017. <i>(Not for publication by virtue of Paragraph 2 of Part 1 of Schedule 12A of the Local Government Act 1972)</i>	13 - 14
13.	<u>BUSINESS UPDATES</u> Round Table from Visitor Management Forum members. <i>(Not for publication by virtue of Paragraph 2 of Part 1 of Schedule 12A of the Local Government Act 1972)</i>	Verbal Report

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MEMBERS' GUIDE TO DECLARING INTERESTS IN MEETINGS

Disclosure at Meetings

If a Member has not disclosed an interest in their Register of Interests, they **must make** the declaration of interest at the beginning of the meeting, or as soon as they are aware that they have a DPI or Prejudicial Interest. If a Member has already disclosed the interest in their Register of Interests they are still required to disclose this in the meeting if it relates to the matter being discussed.

A member with a DPI or Prejudicial Interest **may make representations at the start of the item but must not take part in the discussion or vote at a meeting.** The speaking time allocated for Members to make representations is at the discretion of the Chairman of the meeting. In order to avoid any accusations of taking part in the discussion or vote, after speaking, Members should move away from the panel table to a public area or, if they wish, leave the room. If the interest declared has not been entered on to a Members' Register of Interests, they must notify the Monitoring Officer in writing within the next 28 days following the meeting.

Disclosable Pecuniary Interests (DPIs) (relating to the Member or their partner) include:

- Any employment, office, trade, profession or vocation carried on for profit or gain.
- Any payment or provision of any other financial benefit made in respect of any expenses occurred in carrying out member duties or election expenses.
- Any contract under which goods and services are to be provided/works to be executed which has not been fully discharged.
- Any beneficial interest in land within the area of the relevant authority.
- Any licence to occupy land in the area of the relevant authority for a month or longer.
- Any tenancy where the landlord is the relevant authority, and the tenant is a body in which the relevant person has a beneficial interest.
- Any beneficial interest in securities of a body where:
 - a) that body has a piece of business or land in the area of the relevant authority, and
 - b) either (i) the total nominal value of the securities exceeds £25,000 or one hundredth of the total issued share capital of that body **or** (ii) the total nominal value of the shares of any one class belonging to the relevant person exceeds one hundredth of the total issued share capital of that class.

Any Member who is unsure if their interest falls within any of the above legal definitions should seek advice from the Monitoring Officer in advance of the meeting.

A Member with a DPI should state in the meeting: ***'I declare a Disclosable Pecuniary Interest in item x because xxx. As soon as we come to that item, I will leave the room/ move to the public area for the entire duration of the discussion and not take part in the vote.'***

Or, if making representations on the item: ***'I declare a Disclosable Pecuniary Interest in item x because xxx. As soon as we come to that item, I will make representations, then I will leave the room/ move to the public area for the entire duration of the discussion and not take part in the vote.'***

Prejudicial Interests

Any interest which a reasonable, fair minded and informed member of the public would reasonably believe is so significant that it harms or impairs the Member's ability to judge the public interest in the item, i.e. a Member's decision making is influenced by their interest so that they are not able to impartially consider relevant issues.

A Member with a Prejudicial interest should state in the meeting: ***'I declare a Prejudicial Interest in item x because xxx. As soon as we come to that item, I will leave the room/ move to the public area for the entire duration of the discussion and not take part in the vote.'***

Or, if making representations in the item: ***'I declare a Prejudicial Interest in item x because xxx. As soon as we come to that item, I will make representations, then I will leave the room/ move to the public area for the entire duration of the discussion and not take part in the vote.'***

Personal interests

Any other connection or association which a member of the public may reasonably think may influence a Member when making a decision on council matters.

Members with a Personal Interest should state at the meeting: ***'I wish to declare a Personal Interest in item x because xxx'. As this is a Personal Interest only, I will take part in the discussion and vote on the matter.***

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Agenda Item 3

TOURISM DEVELOPMENT FORUM

TUESDAY, 12 SEPTEMBER 2017

PRESENT: Councillors Colin Rayner (Chairman), Gerry Clark, Jesse Grey, Shamsul Shelim and Nicola Pryer

Also in attendance: Peter Langthorne (Windsor Town Horse Drawn Carriage), Svetlana Langthorne (Windsor Town Horse Drawn Carriage), Don Yates (French Brothers), Mark Persad (Windsor Great Parks), Amanda Bryett (Windsor Tourist Guides Ltd), Steve Harris (Private Boat Hire), Sunil Kalia (Jetset Coaches) and Susy Shearer (Windsor Neighbourhood Plan/Windsor and Eton Society)

Officers: Julia White, David Scott and Andy Carswell

APOLOGIES FOR ABSENCE

Apologies for absence were received from Alan Mellins and Paul Roach.

DECLARATIONS OF INTEREST

None.

MINUTES

The Part I minutes of the meeting held on June 15th 2017 were unanimously agreed as an accurate record.

WINDSOR TRAFFIC PILOT UPDATES

The Head of Communities and Highways informed members that a pilot scheme to revise the flow of traffic around River Street, Thames Street and Thames Avenue had been implemented the previous week. The intention was to look at the flow of traffic, particularly with regards to the City Sightseeing buses that had previously been using Castle Hill but were now using bus stops at the bottom of Thames Street. Members were told that this had been done on a temporary basis to alleviate, in particular, traffic in the area around the bottom of Castle Hill.

The Head of Communities and Highways stated that signage and concrete build outs had been fitted as part of the implementation of the pilot scheme. Initial feedback suggested the revised traffic flows were working and no significant impacts had been caused, which is what had been anticipated. However there had been some instances of vehicles, particularly cyclists, ignoring new 'no entry' signs. The Head of Communities and Highways said that the effectiveness of the scheme would be reviewed at the end of the pilot and a view would be taken as to whether to extend the pilot. He encouraged people to contact him if they had any issues with the pilot scheme.

Responding to questions from members, the Head of Communities and Highways stated that the structures were temporary and that no design had been undertaken yet for any permanent structures should the pilot scheme be successful and fully adopted at a later date, but that he would investigate ways of making them look more aesthetically pleasing. However the focus of the pilot was to investigate whether the revised flows of traffic were the right ones to proceed with, and to study their impact. From there the impact on disabled parking, loading bays and bus stops could then be evaluated as the next phase of the proposals. It had been

agreed to carry out the pilot before the end of the main tourist season, but not during the peak summer season.

Responding to a question from the Chairman, the Head of Communities stated that the pilot scheme had been introduced following discussions with the Lead Member for Highways regarding alleviating congestion at the bottom of Castle Hill, with a view to creating a transport hub there.

The Chairman stated that the Forum had not been consulted on the proposals for the pilot scheme and requested that the forum be consulted on any final design..

SECURITY MEASURES UPDATE

The Head of Communities and Highways reminded members that temporary Hostile Vehicle Mitigation measures had been brought using the National Barrier Asset following the terrorist attack in Westminster in March. This was done after both the Metropolitan Police and Thames Valley Police reviewed their risk assessments of Windsor, particularly in association with the public nature of the Guard Change, which attracts large volumes of the public and is held at published and well known times.. Although the threat level was not altered following the terrorist attacks, it was felt necessary to introduce vehicle mitigation measures in Windsor to reduce the potential threat.

The Head of Communities and Highways informed members that the integrated and permanent mitigation factors to be deployed were being designed in liaison with Thames Valley Police. A tendering process was implemented to find a design partner who could provide an agreed design for a permanent solution, with the specialist firm MFD being chosen. The Head of Communities and Highways stated that MFD had submitted a set of proposals for measures to the Council recently , and these would be taken forward to a review meeting with the Royal Borough and Thames Valley Police so that a final design could be formulated. It was anticipated that the mitigating features would be installed in the same locations as where the temporary features are currently.

Members were informed that work was still ongoing to refine mitigation features to protect residents and visitors to the town queuing for entry to the Castle via St Albans Street and watching the Guard Change at the top of Peascod Street, as these had been identified as being particularly vulnerable to the threat of a potential terrorist attack as crowded places. It was hoped that the designs could be refined within the next couple of weeks. Members were informed that the new design features were capable of withstanding a range of vehicles being driven into it at speeds of 50mph.

The Head of Communities and Highways informed members that it was hoped the cost of the project would be shared with Thames Valley Police, and that it was hoped additional funding could be secured from a grant from central government. As some of the measures would be installed in Conservation and Heritage areas, it would be necessary for the Council to submit the proposals through the planning process.

Responding to a question, the Head of Communities and Highways stated that the mitigating measures would be designed to fit in with the existing street furniture and it was hoped that it would not be too visually intrusive. He stated that there was no evidence to suggest any perceived drop in public safety when integrated measures were deployed, compared to the more obvious temporary measures. Most of the feedback to the temporary mitigation measures had been of positive acceptance.

Members were advised that the final arrangements for the proposed security measures would come back to the Forum.

GUARD CHANGE UPDATE

The Visitor Manager advised members that there had been no further alterations to the Guard Change schedule. She reminded members that the Saturday Guard Change had been reinstated earlier in the year.

The Head of Communities and Highways said it was hoped information regarding any future changes could be shared with members.

VISITOR MANAGER UPDATE

The Visitor Manager informed members that work had started on making improvements to the Windsor Tourism website, with a focus on making navigation easier; better use of images; improved information on tourist sites beyond the most well-known attraction; and use of integrated blogs around the site. The product pages were being improved, providing business partners with improved value for money. The Visitor Manager said that the site was moving away from offering online booking in favour of “polling” which would offer the end user price comparison across a number of online travel agents such as Booking.com. It was felt this offered a more complete service to customers.

The Visitor Manager said that there had also been a renewed focus on social media use to engage with tourists. Following a recent competition on Facebook the number of visitors and followers to the page had increased, which in turn helped to grow the consumer database. A competition had also recently been launched on LinkedIn, as a means of improving engagement with business and corporate partners and raising the profile of the area.

The official visitor guide for 2018 was in the process of being put together. The Visitor Manager requested that any images partners would like used in the guide should be sent to her.

The Visitor Manager informed members that her team had now been integrated with the Corporate Communications team and the wider digital team, reporting to the Corporate Communications Manager and the Managing Director. The team was now based at the Station Master’s House in central Windsor following the closure of York House for refurbishment.

Members were told that planning approval had been given for digital screens to be installed within the existing monoliths around Windsor. These would be used for providing tourist information and advertising local tourist attractions and events. . It was hoped that the digital screens would go live in October.

The Visitor Manager informed members that the Tourism Development Day would be taking place at Ascot Racecourse on October 4, and that three speakers had been confirmed.

The Visitor Manager informed members that the Tourism Action Plan had been agreed earlier in the year and was in the process of being implemented; however not all of the task groups had been set up yet. It was hoped that this process would be completed in time for October. Industry partners had been invited to take part in the task groups, which in turn would form the steering group needed to fully implement the Action Plan.

Responding to questions from members, the Visitor Manager said:

- The use of QR codes would be looked into following a suggestion from Susy Shearer. The Visitor Manager said she would speak to Susy Shearer about her ideas on how the screens could be used to promote cycling in the borough.
- Usage of the Windsor Wifi had shown a healthy increase, and an increase had also been noticed in the number of return users. Glitches in the CitiWise app had been reported back to the software developer in order to improve it.
- There had been a sharp increase in the number of people downloading the official Windsor and Maidenhead app. The ‘Destination’ app was not being switched off until the end of March.

DATES OF FUTURE MEETINGS

The dates of the next two meetings were noted.

LOCAL GOVERNMENT ACT 1972 - EXCLUSION OF THE PUBLIC

It was unanimously agreed to approve the resolution.

The meeting, which began at 6.30 pm, finished at 7.40 pm

CHAIRMAN.....

DATE.....

By virtue of paragraph(s) 2 of Part 1 of Schedule 12A
of the Local Government Act 1972.

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