

# Public Document Pack

## NOTICE OF MEETING

www.rbwm.gov.uk



Royal Borough  
of Windsor &  
Maidenhead

# TOURISM DEVELOPMENT FORUM

will meet on

**TUESDAY, 13TH MARCH, 2018**

**At 6.30 pm**

in the

**GRAND SUITE 4 & 5, ROYAL WINDSOR RACECOURSE, MAIDENHEAD ROAD, WINDSOR,  
BERKSHIRE, SL4 5JJ,**

TO: MEMBERS OF THE TOURISM DEVELOPMENT FORUM

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

SUBSTITUTE MEMBERS

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

Karen Shepherd – Service Lead for Democratic Services - Issued: 5<sup>th</sup> March 2018

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](http://www.rbwm.gov.uk) or contact the Panel Administrator **Nabihah Hassan-Farooq** 01628 796345

**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.

**Recording of Meetings** – The Council allows the filming, recording and photography of public Council meetings. This may be undertaken by the Council itself, or any person attending the meeting. By entering the meeting room you are acknowledging that you may be audio or video recorded and that this recording will be available for public viewing on the RBWM website. If you have any questions regarding the council's policy, please speak to the Democratic Services or Legal representative at the meeting.

## **AGENDA**

### **PART I**

<b><u>ITEM</u></b>	<b><u>SUBJECT</u></b>	<b><u>PAGE NO</u></b>
1.	<b><u>APOLOGIES FOR ABSENCE</u></b>  To receive any apologies for absence.	-
2.	<b><u>DECLARATIONS OF INTEREST</u></b>  To receive declarations of interests from Members of the Forum in respect of any item to be considered at the meeting.	7 - 8
3.	<b><u>MINUTES</u></b>  To note the Part I minutes of the meeting of the Panel held on 30 <sup>th</sup> November 2017..	9 - 12  -
4.	<b><u>WELCOME AND INTRODUCTIONS</u></b>	
5.	<b><u>VISITOR MANAGER UPDATE</u></b>  By the Visitor Manager, Julia White.	Verbal Report
6.	<b><u>CAR PARKING IN WINDSOR</u></b>  Verbal Update by Member of Highways & Transport Team	Verbal Report
7.	<b><u>DISCUSSION ITEM: ROYAL WEDDINGS- IMPLICATIONS AND OPPORTUNITIES FOR BUSINESSES</u></b>	Verbal Report
8.	<b><u>BENEFITS OF THE NIGHT-TIME CULTURE FOR TOURISTS</u></b>  Verbal Update by Julia White, Visitor Manager	Verbal Report
9.	<b><u>SOUTH WEST TRAINS, MAJOR EVENT PLANNING UPDATE</u></b>  By Wyatt Gates, Events Strategy Manager, South West Trains.	Verbal Report
10.	<b><u>ITEM SUGGESTIONS FOR FUTURE FORUMS</u></b>  The Forum is invited to make item suggestions for future meetings.	-
11.	<b><u>DATES OF FUTURE MEETINGS</u></b>  ➤ The next meeting date is TBC.	-
	<b><u>LOCAL GOVERNMENT ACT 1972 - EXCLUSION OF THE PUBLIC</u></b>	

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 items xx 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 30 <sup>th</sup> November 2017.  <b><i>(Not for publication by virtue of Paragraph 2 of Part 1 of Schedule 12A of the Local Government Act 1972)</i></b>	13 - 14
13.	<u>BUSINESS UPDATES</u>  Round Table from Visitor Management Forum members.  <b><i>(Not for publication by virtue of Paragraph 2 of Part 1 of Schedule 12A of the Local Government Act 1972)</i></b>	-



This page is intentionally left blank

## 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.***

This page is intentionally left blank



# Agenda Item 3

## TOURISM DEVELOPMENT FORUM

THURSDAY, 30 NOVEMBER 2017

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

Also in attendance: Don Yates (French Brothers), Amanda Bryatt (Windsor Tourist Guides), Rebecca Sparrow (Windsor Carriages), Paul Sedgewick (The Crown Estate), Ingrid Fernandez (Legoland) and Susy Shearer (WNP / WES).

Officers: Julia White, Paul Roach, Ben Smith and David Cook

### APOLOGIES FOR ABSENCE

Apologies for absence were received from Mark Persad (Windsor Great Park).

### DECLARATIONS OF INTEREST

There were no declarations of interest received.

### MINUTES

**Resolved unanimously: that the Part I minutes of the meeting of the Panel held on 12 September 2017 were approved.**

### ARRIVA CLICK SERVICES

The Forum received a presentation on Arriva Click Demand Responsive Service from Simon Mathieson, Business Development Manager at Arriva.

Mr Mathieson explained that Arriva had been piloting a 'corner to corner' demand responsive bus service in Sittingbourne, Kent since March 2017. The pilot had been successful and popular. Arriva had big ambitions to develop the service elsewhere. Arriva was aware that local authorities were facing cuts to budgets, increased demand for social transport, falling passenger numbers, increased congestion and concerns over air quality.

The demand responsive bus scheme helped to address some of the issues as it aggregated people travelling from multiple origins to multiple destinations in an efficient and convenient way. The automated system matched journeys and adjusted routes. There was no manual intervention required, but back office back up was available if needed. Algorithms were used to ensure optimal routes were chosen within built-in parameters. In Sittingbourne routes were never more than 20% away from the direct route. The 16-seater vehicles were high specification and could be configured in various ways. The vehicles used in Sittingbourne were 10 seater plus space for one wheelchair.

The technology was able to teach itself demand patterns so an unbooked bus would be sent to the position nearest the next likely booking. The offer was a 20 minute window for collection; in Sittingbourne average waits were 10-11 minutes. Customers were able to book a ride via an app or by telephone or website. Journeys could be purchased via credit, on a pay as you go basis, or via a season ticket. Once booked, customers received details of the vehicle and driver who would pick them up, including a direct telephone number, along with journey details. Customers could cancel bookings before pick up at no cost.

Mr Mathieson highlighted elements of the customer proposition including convenience, quality, accessibility, safety, shareability and excellent customer service. The Forum were informed that the demand responsive services could be used in a number of environments including urban areas and also where services had traditionally been subsidised because of low demand. Members noted the growth in the Sittingbourne pilot, which was now achieving over 2000 rides per week.

Via the usage of the app, Arriva was able to obtain instantaneous and very detailed data, which was used to improve the service and manage driver and vehicle resourcing. It was noted that the proportion of people using the service in Sittingbourne for their daily commute had reduced over time, with increased use for leisure, shopping and visiting friends and family. The data also showed that 30% of respondents had shifted from using their car.

In response to questions Mr Mathieson confirmed that current legislation allowed for on-demand services to operate without additional licences. As a bus service rather than a private hire operator, the service could take concessionary passes and receive the fuel subsidy. The model and zone used would be informed by stakeholders; if demand was clear then it could be included in the zone. The service was not restricted by, for example, borough boundaries and there had been no safety concerns raised by users.

Mr Mathieson informed that the fare was pitched between a bus and a taxi at approximately £1 per mile. The fare price did not change based on number of users; yield management was not allowed under the regulations. A potential zone for Maidenhead would be larger than the current zone in Sittingbourne, therefore would require more vehicles.

The Chairman thanked Mr Mathieson for his presentation.

#### RIVER STREET CAR PARK - IS AN ADDITIONAL PARKING DECK A GOOD IDEA?

It was agreed to vary the agenda running order.

Ben Smith informed that Cabinet had reviewed parking across the borough and with regards to Windsor there was an opportunity to put a single deck on the River Street Car Park.

There were no comments from the Forum.

#### WHAT SUPPORT DO PARTNERS NEED FROM THE LOCAL COUNCIL

The Chairman asked if there were any specific issues. It was felt that more help from RBWM would be appreciated regarding planning applications and the tourism industry could be a consultee.

#### THAMES STREET TRAFFIC FLOW PILOT

Ben Smith informed the Forum that a temporary one-way system on Thames Street in Windsor was introduced for a nine-week trial period to see if the change in layout could help better manage access to bus services and improve traffic flow.

The new route allowed traffic to travel in a southbound direction (towards the town centre) along the stretch of Thames Street between Datchet Road and River Street.

Any vehicles travelling northbound on Thames Street (away from the town centre) were directed to turn off onto River Street where they can then turn left, or right and re-join Datchet Road. The traffic lights were adjusted to reflect this change.

There had been feedback regarding cyclists in River Street ignoring routes but overall feedback had been positive.

The Forum were supportive of the changes as traffic flow had improved.

(The Chairman left the meeting and the Vice-Chair took the chair).

### UPDATE ON MAJOR EVENTS 2018

Julia White, Visitor Manager, provided an update on major events that were due to take place which included the Royal Wedding, which was expected to take place in May 2018 after the Horse Show. This was a major event for Windsor. Other events included the Spring Garden Show between the 13<sup>th</sup> and 15<sup>th</sup> April at Ascot Race Course, a combined (with London) Commonwealth heads of state visit on 20<sup>th</sup> April, the Annual Forces Day on 30<sup>th</sup> June and a National Town Crier competition on 4<sup>th</sup> August. There were also the usual Christmas events.

The Forum felt that the Royal Wedding was an important opportunity for Windsor and the town should capitalise on the exposure.

The update was noted.

### REPORT FROM TOURISM DEVELOPMENT DAY

The Visitor Manager informed the Forum that the Tourism Development Day took place at Ascot Racecourse on October 4. This was an annual event to bring partners together and a number of workshops were held.

70 businesses had attended the event with three speakers. The feedback was positive but there was more work required on networking and encouraging new partners to attend. It was hoped that UKinbound would be able to present at the next event.

The update was noted.

### UPDATE ON WINDSOR COACH PARK

The Visitor Manager informed the Forum that the Council had appointed consultants to look at car parking including the Windsor Coach Park. The findings were due to be reported in February 2018. If required an update could be provided at an appropriate future meeting.

### DISCUSSION ITEM: HOW MUCH OF AN IMPACT IS THE HOMELESSNESS SITUATION IN WINDSOR CAUSING ON LOCAL TOURISM/BUSINESS, IF AT ALL?

Cllr Pryer informed the Forum that this discussion item had been added to the agenda as there had seem to have been a rise in homelessness and anti-social behaviour in Windsor.

The Town centre Manager informed that there had been a number of briefings at the Town Forum regarding this and a strategy was being formulated to look at a number of key elements and the night time economy. A number of partner agencies would be consulted. There had been reports of aggressive begging that may not be from the homeless. There were a number of issues that needed support especially as some of the people were vulnerable adults. Some of those concerned had been willing to engage with the Council but others had rejected support. There were also possible enforcement issues and public space protection orders may be used.

Feedback from businesses had been that a lot of rough sleepers / anti-social behaviour had been seen but there had been little reported to the police. It was important to report incidents to the police so they have an evidence base.

The Severe Weather Emergency Protocol was in place and would be extended beyond the Council's statutory duty.

Cllr Grey informed that there seemed to be two issues those who were homeless and needed our support and those who chose to be on the streets. It was important to get the appropriate action in place.

Cllr Pryor mentioned that there were vulnerable adults so there was no one fix for all and each case had to be looked at individually so the appropriate support could be given.

The Forum were informed that Slough BC were also looking at homelessness and they could be contacted for advice. It was noted that there was a homeless shelter in Windsor.

#### LOCAL GOVERNMENT ACT 1972 - EXCLUSION OF THE PUBLIC

**RESOLVED UNANIMOUSLY: 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 they involve the likely disclosure of exempt information as defined in Paragraphs 1-7 of part I of Schedule 12A of the Act.**

The meeting, which began at 6.30 pm, finished at 7.50 pm

CHAIRMAN.....

DATE.....

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

Document is Restricted

This page is intentionally left blank