



RURAL, ECONOMIC & ENVIRONMENTAL AFFAIRS COMMITTEE

7<sup>th</sup> January 2015

Present:

Councillor P. Baguley, G.E Botterill, G. Bush, J. Douglas, E. Holmes, E. Hutchinson,  
V. Manderson, J.T Orson (Chairman), J. B Rhodes

Chief Executive, Head of Regulatory Services, Central Services Manager, Community Planning Officer, Economic Development Officer, Administrative Assistant for Communities and Neighbourhoods.

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R49. APOLOGIES FOR ABSENCE

Apologies for absence were received from Councillor M.R. Sheldon

R50. MINUTES

The minutes from the meeting held on the 27<sup>th</sup> November 2014 were confirmed and authorised to be signed by the chairman.

R51. DECLARATIONS OF INTEREST

Councillor Rhodes declared a personal and non- prejudicial interest in any item relating to the County Council by virtue of him being a County Councillor. For this reason Councillor Rhodes declared that he would be leaving the meeting during discussions on item 8- Green Waste Credits and partaking in these discussions at a County level.

Councillor Orson declared a personal and non-prejudicial interest in any item relating to the County Council by virtue of him being a County Councillor, and declared that he would be involved in discussions taking place about item 8 after declaring a prejudicial interest at County Council meetings.

A member expressed her disappointment that Councillor Rhodes would not be present during the discussions for Item 8 after declaring an interest at this meeting rather than at a County level.

R52. RECOMMENDATIONS FROM OTHER COMMITTEES

There were no recommendations from other Committees.

R53. UPDATE ON DECISIONS

The update on decision was noted by the committee.

R54. ECONOMIC DEVELOPMENT STRATEGY

The Head of Communities and Neighbourhoods submitted a report asking Members to comment on and approve the revised Economic Development Strategy.

The Economic Development Officer outlined the background of the paper and its development from previous versions of the strategy. She stated that the strategy outlines key economic issues being faced by Melton and its businesses.

The Economic Development Officer explained that the strategy was a partnership document and will be going to the Melton Community Partnership on the 22<sup>nd</sup> January for approval.

Members showed support of the document and congratulated the Economic Development Officer.

A Member suggested that page 7 of the strategies title 'Learning and skills centre' be changed to 'Me and My learning'.

Discussions took place about the importance of being able to attract high skilled industry into the Melton area.

**RESOLVED that** the revised Economic Development Strategy be approved

R55. MELTON BLUEPRINT FOR TOURISM 2015-2018 & EVENT STRATEGY

The Head of Communities and Neighbourhoods submitted a report seeking Members approval on the revised Melton and Area Blueprint for Tourism 2015-2018.

The Community Planning Officer outlined the recommendations of the report as well as para 3.2 outlining the 5 key issues which need to be addressed. The Community Planning Officer also stated that a 3 year marketing action plan will also be drafted to sit alongside the Event Strategy.

An email from Councillor P Chandler was circulated to the Committee with the following points;

- I fully support the brand of Rural Capital of Food and Drink, we must support our farming industry, which is struggling somewhat at the moment

due in the main from currency fluctuations and political parties demanding cheaper food.

- Tourists come to an area to see listed buildings, and fine scenery, which we have in abundance, but where do we promote them?
- Some years ago we encouraged people to set up a Bed and Breakfast accommodation, which many did, some to a high standard, but those in this area tell me that they are struggling and in one or two instances thinking of giving up.
- In my ward we have what the Bishop of Leicester and his predecessor, describe as the finest church in the County- St Mary's Bottesford which together with Dr Fleming's Bridge (Grade 1 listed) are steeped in history. Tourism in this part of the world has certainly declined since Belvoir Castle no longer opened its doors to the wider public, but we still have plenty to offer if it's properly promoted.
- I have yet to see any publicity in Bottesford promoting wider Borough and its food and drink, although we now have Belvoir Cordials producing their excellent range of drinks in the village.

Discussion took place about the viability of the council further promoting events such as Fatstock show, rare breed show and the Pie Festival.

**RESOLVED** that

- 1) The Blueprint for Tourism 2015-2018 be noted and approved
- 2) The Melton Event Strategy be noted.

### **EXCLUSION OF THE PUBLIC**

**RESOLVED** that the Public be excluded during the consideration of the following item(s) of business in accordance with Part 1 of Schedule 12A of the Local Government Act 1972 (Access to Information: Exempt Information under Paragraphs 1 and 2.

Councillor Rhodes left the meeting due to an interest in this item.

R56. **GREEN WASTE CREDITS.**

**RESOLVED** that the recommendation be approved.

The meeting that started at 6:30pm finished at 7:20pm.

Chairman