

To: Cabinet

Date: 16 November 2022

Report/Comments of: Scrutiny Committee

Title: Scrutiny Feedback to Cabinet – Tourism in the Melton Borough Area

SUMMARY OF REPORT CONSIDERED

Report Title:	Tourism in the Melton Borough Area
Purpose/Description of Report:	The report provided the Scrutiny Committee with an overview of the Council's Tourism Service.
Key Decision:	No
Scrutiny Lead Member:	Cllr R Child, Scrutiny Committee Chairman
Relevant Portfolio Holder:	Cllr R Bindloss, Portfolio Holder for Growth and Prosperity

1. Introduction and Overview

The Scrutiny Committee met on 18 October 2022 to consider a report and presentation on the Council's Tourism Service and tourism in the Melton Borough Area.

It was explained that delivering sustainable and inclusive growth is a key priority in the Council's Corporate Strategy 2020-2024. Tourism is a key economic sector in Melton Borough and Melton Mowbray Town Centre.

The report presented provided the context and trends of tourism and outlines the resources the Council deploys to undertake a range of activities for support and growth of the tourism sector. The report enables the Scrutiny Committee to have an overview of the level and effectiveness of the service provision, and it gave Members an opportunity to provide feedback to the Cabinet for future direction.

2. Summary of Feedback/Recommendations for Cabinet Consideration

- Members recognised the hard work and dedication of the team in promoting events in the Melton Borough area and efforts to attract tourists to the area.
- Concern was raised that once visitors arrived in Melton, there is a lack of information and nowhere for them to go to find out what else there is to do and where else there is to go. Members felt the absence of such information in the town centre was a gap.
- A Member commented that, in their opinion, there could be more promotion of Eye Kettleby Lakes as widely as they could do. The attraction is viewed positively and could be a potential draw for visitors to the Borough.
- A comment was made that the Council could more effectively promote the town centre and that it is hoped that any funding that is received is invested into the town centre as well as out of town centre locations such as the Stockyard.
- The comment was made that there are not enough food related attractions in the town centre, particularly as Melton Mowbray is known as the 'Rural Capital of Food'.
- A Member queried why churches were not mentioned, particularly as the Borough have some of the best churches in the country. Members were informed that churches are advertised on the website.
- Whilst there was an understanding of what the Tourism Service did, members would like to see more information on how the service measures success, e.g the key performance indicators for marketing or what impact the services is having in attracting visitors to the Borough.
- A lack of accommodation within the Borough was mentioned. A suggested solution mentioned by Members was converting Parkside or a section of Parkside into a hotel. It was recognised that a lack of accommodation is an issue in attracting visitors to the area.
- A Member suggested that the service could send leaflets out to all residents with their Council Tax bills, however it was noted that a considerable amount of resource is devoted to encouraging people from outside the Borough to visit the area, as opposed to informing residents of the local offer. It was agreed that leaflets are an important tool in attracting more visitors and that every effort should be made to provide them at any event taking place within the Borough.
- The Committee advised that the service should ensure that the town and the countryside remain distinct tourism offers. It was recognised that the Borough has a considerable amount of history and not all of it is in the town.

- A Member commented that a greater presence at future events was essential.

Written by: Scrutiny Committee Chairman in consultation with Members of the Scrutiny Committee