
**MINUTES OF THE MEETING OF THE SERVICE DEVELOPMENT AND DELIVERY
COMMITTEE, HELD ON MONDAY 9 OCTOBER 2017 AT 7.30 PM
IN THE COUNCIL CHAMBER, COUNCIL OFFICES, THORPE ROAD, WEELEY**

Present:	Councillors Griffiths (Chairman), V E Guglielmi (Vice-Chairman), Amos, Chapman, Fowler, Pemberton and Poonian
Also Present:	Councillors Alexander, M J D Skeels (except minutes 12-13) and Talbot
In Attendance:	Mark Westall (Head of Customer and Commercial Services), Michael Carran (Head of Sport and Leisure) (except minutes 12-13), John Fox (Head of Environmental Services), Jonathan Hamlet (Street Scene Officer) and Katie Sullivan (Committee Services Officer)

7. APOLOGIES FOR ABSENCE AND SUBSTITUTIONS

An apology was received from Councillor Miles (with Councillor Poonian substituting).

Councillor Gray was absent.

8. MINUTES OF THE LAST MEETING

The minutes of the last meeting of the Committee, held on Wednesday 31 May 2017, were approved as a correct record and signed by the Chairman.

9. DECLARATIONS OF INTEREST

There were none.

10. REVIEW OF BESIDE THE SEASIDE FESTIVAL 2017

The Council's Head of Sport and Leisure (Mike Carran) was in attendance and gave the Committee a presentation on Beside the Seaside Festival 2017. The presentation covered the following:

(1) Objectives -

- Maximise Tourist Opportunities through Events;
- "Book-end" the summer season with Clacton Airshow; and
- Raise the profile of Blue Flag Beach in Dovercourt Bay.

(2) The Event –

- Traditional Seaside Entertainment;
- Live Music / Entertainment;
- "Have a go" Activities;
- Water Sports (Dovercourt); and
- Engagement with Community Groups.

(3) The Big Issues –

- Commissioned the Management (recycling money);
- Attendance;

- Cost of the Event;
- Economic Impact; and
- Weather.

(4) Learning Points for 2018 –

- Hone the Event;
- Trade Stands / Portaloos;
- Work towards financial sustainability; and
- Possibility of linking in with other events.

Members were given the opportunity to ask questions which were responded to by Officers.

The Chairman thanked Mike Carran for his presentation.

11. **REVIEW OF CLACTON AIR SHOW 2017**

The Leisure and Tourism Portfolio Holder (Councillor M J D Skeels) was in attendance and gave the Committee a positive review on Clacton Air Show 2017.

The Council's Head of Sport and Leisure (Mike Carran) gave the Committee a presentation on Clacton Air Show 2017. The presentation covered the following:

(1) Objectives –

- Maximise Tourist Opportunities through Events.

(2) This Year's Key Challenges –

- Managing a large event in 2017;
- Managing Visitor safety;
- Spring Tide; and
- Rising Costs.

(3) This Year's Success Stories –

- Partnership Working;
- Night Flights; and
- Managing Visitor Numbers.

(4) The Big Issues –

- Spectator Numbers;
- Income;
- Staffing; and
- Economic Benefit.

(5) What was said? –

- Social Media Highlights -

(6) Learning Points for 2018 –

- Security;
- Develop opportunities from pause in flying displays; and
- Reinforcing the message about sustainability.

Members were given the opportunity to ask questions which were responded to by Officers.

Following discussion, it was **AGREED** that the Committee **COMMENTS / RECOMMENDS TO CABINET** that:-

- (a) the Committee recognise and commend the enthusiasm and hard work of the Council's Tourism, Marketing and Events Manager (Sarah Daniells) and Events Officer (Jo Needham) and would also like to thank all Council staff that continue to support the Airshow;
- (b) the Committee would like consideration to be given:
 - i. as to how Airshow programmes may be delivered and sold in other towns around the District;
 - ii. for the provision of extra toilet facilities along the seafront during the Airshow;
 - iii. to improve the disabled access signage by the hospitality tent; and
 - iv. to the types of trade stalls that are allocated to Christmas Tree Island and the potential of adding additional trade stalls to the East of Clacton pier.

12. LITTER FROM FAST FOOD OUTLETS AROUND THE DISTRICT AND ON THE A120

The Environment Portfolio Holder (Councillor Talbot) was in attendance and gave the Committee an overview on this item.

The Council's Head of Environmental Services (John Fox) and Street Scene Officer (Jonathan Hamlet) were in attendance to discuss the issue of litter from fast food outlets around the District and on the A120.

The discussion covered the following:

- (1) Drive through Restaurants in the District;
- (2) Where the litter is coming from;
- (3) Cleaner Essex Group;
- (4) Advertising;
- (5) Eliminating litter;
- (6) Litter bins;
- (7) Community litter picks;
- (8) Educating customers;
- (9) Prosecutions; and
- (10) Moving forward.

Members were given the opportunity to ask questions which were responded to by Officers and the Environment Portfolio Holder.

Following discussion, it was **AGREED** that the Committee **COMMENTS / RECOMMENDS TO CABINET** that consideration be given in regards to:-

- (a) promoting community litter-picks in association with fast-food outlets;
- (b) promoting recycling with schools and youth groups; and
- (c) trialling a small number of litter bins on the A120.

13. WORK PROGRAMME 2017/18 - PROPOSED ADDITIONAL ITEM

The Chairman informed the Committee that a request had been made to add an additional item onto its Work Programme. The item in question was 'Impact of the Public Convenience Strategy and Delivery Plan'. The Committee was required to decide whether to add the item onto its Work Programme.

Following discussion, it was **AGREED** that the 'Impact of the Public Convenience Strategy and Delivery Plan' be added as an item onto its Work Programme for the meeting scheduled for 15 January 2018.

The Council's Head of Customer and Commercial Services (Mark Westall) confirmed that he would discuss the item with the relevant Officers and would provide the exact wording at the next meeting of the Committee.

The meeting was declared closed at 9.25 pm

Chairman