

EAP Active Communities

At 10:00 am on Friday 9th June 2023,
Council Chamber, The Cube, Corby

Present:

Members – Councillor H Harrison (Chair), Councillor H Howell (Chair), Councillors McGhee, Smith-Haynes, Lawal and Marks.

Officers - David Watts (Executive Director of Adults, Health Partnerships and Housing), Michael Bridge (Consultant Public Health), Shirley Plenderleith (Assistant Director Public Health), Susan Hamilton (Interim Director of Public Health), Pauline Brennan (Democratic Services).

1. Chair's Announcements

None on this occasion.

2. Apologies

Apologies for absence were received from Councillors Russell Roberts and Geoff Shacklock.

3. Members Declarations of Interest

None on this occasion.

4. Minutes from the meeting held on 28th April 2023

The minutes of the EAP meeting held on 28th April 2023 had been circulated.

RESOLVED that: -

The minutes of the 28th April 2023 be approved.

5. Presentation – Tourism Strategy

Chair (Councillor Howell) thanked Kerry Purnell and her team and advised that the presentation would be given by Strategic Lead for Culture, Tourism and Heritage Jack Pishhorn and Richard Dickinson of Tomorrow Tourism.

Mr Dickinson gave a very comprehensive overview of what work had been carried out and this had resolved that there was a considerable amount to do to bring repeat visits into the county as a whole, but from North Northants point of view there was a need to provide information on what was available to visit and provide accommodation, so people were encouraged to stay over for a period of time.

The vision was to build a greater sense of pride across the county in turn driving economic growth whilst encouraging people to visit. This required a collaborative approach throughout the visitor economy.

The objectives were Collaboration, Partnership Marketing, Focus on Quality & Performance and Plan for the Future, this would require a significant campaign over the next couple of years involving not just the Council but all Stakeholders.

Mr Dickinson said delivery would require a High-Level Action Plan including preparation for revitalising marketing and promotional arrangements, building capacity and foundations to respond to the workforce challenge, increase the quality of the offer regarding sustainability, accessibility and visitor experience and establish robust long-term governance and optimise the potential for the visitor economy.

Members felt that there was the ability to put in place good infrastructure to encourage visitors to stay in the area for longer but that this would require working with the relevant business' and as suggested the Local Authority could do more to encourage planners to engage with those submitting applications for camping, glamping, and hotels.

Ideas such as Historic Churchyard Maps were suggested for those trying to track down ancestors, information providing places to visit in a local area that could be visited over several days making travelling easier. Northants had a history of Shoe Making, promote it, Corby has a Heritage Centre, could be open longer.

The Executive Director suggested promoting accessibility for the disabled, helping farmers to diversify, this needed to go to the Leadership Group, younger people attracted by music, crafts etc. there was a need to look at funding, if packaged properly we can access funding.

Chair suggested that a full Member session would be helpful to bring in more ideas.

Cllr McGhee suggested that it was necessary to cross borders, transport, trains from the north, golf courses, fishing etc. the Green Festival was not internally promoted.

Chair advised that the group were looking at all options to cover North Northamptonshire, mode of transport, applying for LDEP Status, the figures were still be worked up. Looking at funding, resources, expressions of interest, Government, model, how income would be generated, it was hoped this would all come together this year, Covid had stopped progress in some areas.

6. Service Showcase - Public Health

The first Service Showcase was from Public Health with four of the team giving an update on who they were and what areas of the Public Health Service they represented.

Assistant Director of Public Health – Shirley Plenderleith gave the Panel a brief explanation of her Professional background and then explained that she had a small team of 3 Project Managers, 1 Project Support Officer and a PH systems officer. The areas covered included Research and Evaluation, Governance and Project Activity.

Public Health Consultant Michael Bridges gave an overview of his Professional Background, his team consisted of:

Health Protection – 2 staff members,

Infection Prevention & Control Team – 3 staff members &

Tabacco Control/Smoking Cessation and Stop Smoking Service – total 5 staff members.

Abdu Mohiddin was a consultant in Public Health and advised that his role covered Children, Oral, Maternity and Sexual Health.

Public Health Consultant Cate Carmichael, she covered Health Care Public Health, Evidence & Intelligence, Adult Health Improvement and Health Equalities.

7. Forward Plan and future EAP Business

Forward Plan had now been populated for the Municipal Year.

8. Terms of Reference

This would be included on the next Agenda.

9. Close of Meeting

Meeting closed at 12:01pm.