
Minutes of the meeting of the Place Services and Economic Growth Policy and Scrutiny Committee, held in Committee Room 1 County Hall, Chelmsford, CM1 1QH on Thursday, 20 February 2020

Present:

Councillor I Grundy (Chairman)	Councillor M Mackrory
Councillor T Cutmore	Councillor B Massey
Councillor I Erskine	Councillor R Moore
Councillor I Henderson	Councillor C Pond
Councillor P Honeywood	Councillor R Pratt
Councillor D Kendall	Councillor C Weston

1 Membership, Apologies, Substitutions and Declarations of Interest

1.The membership of the Committee was unchanged since the last meeting;
2.Councillor B Aspinell had sent his apologies, Councillor M Mackrory attended as his substitute. Councillors S Hillier and W Schmitt had also sent their apologies.

2 Minutes

The minutes of the meeting held on 23 January were agreed as a correct record and signed by the Chairman.

3 Questions from the public

There were none.

4 Update on Visit Essex and Marketing Essex

Members received report (**PSEG/02/20**) and a presentation from Councillor Tony Ball, Cabinet Member for Economic Development, Dee O'Rourke, Head of Culture and Green Spaces, and Lisa Bone, Strategic Tourism Manager. The presentation formed appendix A to the above-mentioned report.

The presentation provided information on the outcome of the recent place marketing activities undertaken by Visit Essex through their autumn 2019 Campaign which forms the basis of 'Marketing Essex' new direction of travel to be a strategic place-marketing body promoting Essex as a great place to live, work, visit, study and invest.

Officers discussed plans for Marketing Essex to reprioritise, focusing on more strategic place-marketing that will benefit other industries aside from tourism and accommodation, allowing Visit Essex or Marketing Essex (working title) and ECC to seek investment from wider stakeholders e.g.

transport providers, universities and large businesses across the county who see the benefit in being part of the well-connected and vibrant county of Essex.

Following the presentation, members were invited to ask questions. Areas raised included:

- Promotion of the County – the need to engage with current residents to stay in the area and engage with their county. Use should be made of marketing opportunities at libraries across the county.
- Lack of hotel accommodation – more is required in order to attract overnight/ longer stay visitors.
- Brown signs – more are required but members were advised that the process is lengthy.
- Publicity and targeting various audiences – the need to ensure that overseas visitors are targeted. Leaflets are distributed at London stations, but more should be done with the train operators.
- Members raised the issue of Greater Anglia offering free rail travel to overseas visitors in certain parts of Europe. Members asked officers to explore negotiating for a similar deal across East Anglia.
- Using County Hall atrium to promote tourism – this is a very useful tool and should be utilised more
- The need to ensure that Essex is represented at important tourist events to secure investment

The Chairman thanked Councillor Ball and the officers for their attendance at the meeting.

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Date of next meeting

The Committee noted that the next Committee meeting will be on Thursday, 19th March 2020.

There being no urgent business the meeting closed at 11.45 am.

Chairman