


OVERVIEW AND SCRUTINY LOG OF RECOMMENDATIONS							
Cttee	Review title	Rec #	Summary of recommendation	Status	Head of service	Implementation target date	Notes
Scrutiny	MKS Governance and Communications	4	Creation of Mid Kent Services Director post should be considered favourably.	Implemented	M.Radford	Implemented	Following a successful recruitment campaign, run through SOLACE, Steve McGinness has been appointed as the permanent MKS Director with immediate effect.
Scrutiny	STC Regeneration	3	That a monthly update to questions, in a format to be agreed in conjunction with the Scrutiny Committee Chairman and Policy and Performance Officer, be provided by the Cabinet Member for Regeneration to all Members in the form of a bulletin.	Accepted	E.Wiggins	Ongoing	Cabinet's response was: "Cabinet agree on the principle of regular updating to members, in a standard 'bulletin' format to be agreed. However, monthly updating is not considered reasonable, and instead reporting every two months, shortly after the STC Project Board meeting, is considered to be more practicable. These can be timed to coincide with the regular face-to-face updates for Group Leaders that the Cabinet Member has agreed to continue." Update provided to Scrutiny Committee on 5 July. All Members received a briefing on 28 June and the first of the STC bulletins the same day. Bulletins to be released quarterly through the delivery phase of the project in addition to being discussed at Scrutiny Committee.
Scrutiny	Leisure and tourism	1	Promotion and marketing - to commit a minimum of £25,000 to the tourism base budget to allow for substantial marketing and promotion of Swale as a tourist destination	Pending	C.Hudson	Ongoing	A Visitor Economy Strategy is currently being developed and will identify tourism priorities and make budget recommendations. The Task and Finish Group met with the consultant commissioned by the Council to develop the Visitor Economy Strategy on 6 June 2017. Visitor Economy Strategy is progressing well and to timetable. Commenced in May with evidence gathering, desk research and online survey. June and July saw stakeholder engagement events across the Borough and 1-2-1 interviews along with focus groups including an internal Officer group meeting. Draft strategy will be prepared in August including a feedback session to Client.
Scrutiny	Leisure and tourism	2	Promotion and marketing - to agree an objective of growing Swale tourism by 5 – 10% over the next four years		C.Hudson	Ongoing	Visitor Economy Strategy will set out target market segments in conjunction with industry
Scrutiny	Leisure and tourism	3	Promotion and marketing - to consider as part of the future tourism plans the best forms of branding of Swale	Accepted	C.Hudson	Ongoing	To be included as part of the work to be undertaken on the Visitor Economy Strategy
Scrutiny	Leisure and tourism	4	Visitors and local infrastructure - SBC should identify and provide sufficient coach parking in convenient locations to meet the demands of all visitors to Swale	Accepted	C.Hudson	Ongoing	Internal discussions with parking team underway on this critical issue
Scrutiny	Leisure and tourism	5	Visitors and local infrastructure - SBC should work closely with tourist attractions to ensure the Borough has a comprehensive coverage of up to date "brown tourist signs", including on strategic routes	Accepted	C.Hudson	Ongoing	Technical help is provided to visitor attractions through Visit Swale and Visit Kent using national visitor guidance and will continue
Scrutiny	Leisure and tourism	6	Visitors and local infrastructure - provision of more local signs	Accepted	C.Hudson	Ongoing	Will be reviewed as part of Visitor Economy Strategy
Scrutiny	Leisure and tourism	7	Visitors and local infrastructure - consideration given to whether the funding of these signs could be supported by SBC, either through a new fund, Member grants, Section 106 grants or a combination of these	Accepted	C.Hudson	Ongoing	Will be reviewed as part of Visitor Economy Strategy
Scrutiny	Leisure and tourism	8	Visitors and local infrastructure - SBC should make sustained efforts to influence KCC Highways and Highways England to fulfil their responsibilities to keep roads clean, and do the same with Network Rail in relation to the approaches to local stations	Accepted	C.Hudson	Ongoing	Establish high level tourism stakeholder group to monitor Visitor Economy Strategy including external drivers impacting on tourism, leisure and hospitality
Scrutiny	Leisure and tourism	9	Working with the local tourism sector - that SBC facilitates the establishment of collaborative groups preferably led by the private sector and/or voluntary sector	Pending	C.Hudson	Ongoing	This is a model that has worked well in other LA areas where Visitor Economy Strategies and/or Destination Management Plans have been developed
Scrutiny	Leisure and tourism	10	Working with the local tourism sector - that SBC establishes a challenge fund of £3,000 to support new activities or events		C.Hudson	Ongoing	Will be reviewed as part of Visitor Economy Strategy

Scrutiny	Leisure and tourism	11	Research and intelligence - to conduct a full economic assessment of tourism in Swale. It is understood that this has been arranged to cover 2015 using "Destination Research". This should be repeated strictly every three years which has not recently been met	Accepted	C.Hudson	Ongoing	Model has been run based on 2015 data and the Visitor Economy Strategy will contain performance measures including volume and value data: noted requirement for performance monitoring every three years
Scrutiny	Leisure and tourism	12	Research and intelligence - additionally extra information should be sought from useful reports available on the tourism market	Accepted	C.Hudson	Ongoing	Council is in membership of Visit Kent and British Destinations Association and has access to tourism research and data on demand. The services of these and other agencies will be used in the preparation of the Visitor Economy Strategy
Scrutiny	Leisure and tourism	13	Research and intelligence - to make contact with several other similar Boroughs to develop a benchmarking programme to seek the best ways of increasing the economic and cultural effects of tourism. A minimum of £2,000 pa should be set aside for research	Accepted	C.Hudson	Ongoing	Districts meet twice a year through Visit Kent and the matter can be considered through this Forum
Scrutiny	Leisure and tourism	14	Financial and other support to the sector - SBC to proactively assist local tourist organisations to find and bid for grants to increase tourism	Pending	C.Hudson	Ongoing	Noted
Scrutiny	Leisure and tourism	15	Financial and other support to the sector - consider the creation and promotion of a challenge fund worth around £5,000, subject to future review, which local tourism businesses could bid for		C.Hudson	Ongoing	State Aid rules may apply and a review will be undertaken to see how/if this might be best achieved
Scrutiny	Leisure and tourism	16	Financial and other support to the sector - that SBC increases the availability of officer time to ensure the best possible potential achievement of all the recommendations made by the Scrutiny Committee		C.Hudson	Ongoing	Will be reviewed as part of the Visitor Economy Strategy
Key to status		2		Implemented			
	Pending: Awaiting cabinet decision on whether to accept or reject.						
	Rejected: Recommendation not accepted by cabinet.						
	Accepted: Recommendation accepted, still within target date for implementation.						
	Implemented: Recommendation accepted, implementation complete.						
	Overdue: Recommendation accepted, target date for implementation exceeded.						