

BRIEFING PAPER

SCRUTINY REVIEW – COACHING INDUSTRY

Members: Councillor Mrs Sims

Councillor Taylor

Lead Officer: Keith Morrison, Assistant Director – Economy, Tourism and Planning

Support: Katie Armstrong, Scrutiny Co-Ordinator

SCOPE FOR REVIEW

Arising from Brighton University research – To analyse long term facilities for coaches and drivers (over the next 20 yrs), promotional ideas and the development of economic opportunities

TASKS TO BE UNDERTAKEN

Councillors Mrs Sims and Taylor had met with the Assistant Director – Economy, Tourism and Planning, and the Tourism Manager to discuss the Coaching Industry within Eastbourne on two occasions.

Members were provided with information packs including; executive summary of the Economic Impact of Tourism in Eastbourne, an internal report on the Cavendish Place coach park and the monitoring report for the Best Value Review of Tourism. Members also discussed the strategic intentions of the Coach Tour operators based on research commissioned by the Council.

Members suggested that the following issues should be investigated;

- Usage in Eastbourne by coach companies and hotels
- Eastbourne Buses – use of facilities by coach companies
- Research into the potential increase in coaching tourism
- Effects of Decriminalised Parking
- Facilities required by coach users and drivers
- Impact of the National Park status
- Ways of increasing the coaching spend in Eastbourne

In addition Members requested that 10 hotels were picked and contacted to discuss their use of coaches in the next 10 years. Also Members wished to consider;

- Estimated number of coaches expected at coach park
- Eastbourne Buses – accommodation of coaches
- Parking rates – and effect facilities provided has on the amount chargeable, and comparisons with other authorities.

PROGRAMME FOR REVIEW

The Programme would include volume of value, parking, current and future market, and facilities for the future. It was agreed to invite hoteliers and local coach companies to a meeting of the task group. The next meeting would be mid to late January

TIMESCALE

It is anticipated that the review will take six months.