

<b>DECISION-MAKER:</b>	CABINET
<b>SUBJECT:</b>	RESPONSE TO THE SCRUTINY ENQUIRY INTO THE CRUISE INDUSTRY
<b>DATE OF DECISION:</b>	24 OCTOBER 2011
<b>REPORT OF:</b>	LEADER OF THE COUNCIL
<b>STATEMENT OF CONFIDENTIALITY</b>	
None	

### **BRIEF SUMMARY**

A report into Cruise Industry in Southampton, produced by the Scrutiny Panel, was presented to Cabinet in March 2011. This report sets out Cabinet's response to the recommendations contained within the report.

### **RECOMMENDATIONS:**

- (i) That Cabinet approve the responses to the recommendations as detailed in Appendix 1.
- (ii) That the role of co-ordinating actions of various relevant departments within the Council and securing participation of external organisations and the private sector be delegated to the Director of Economic Development.
- (ii) To delegate authority to the Director of Economic Development to negotiate and look to other departments for supporting resources with regard to prioritising and implementing these recommendations.

### **REASONS FOR REPORT RECOMMENDATIONS**

- 1 The actions set out in the Appendix to this report reflect the direction of work currently being carried out by the Directorate of Economic Development and others. It must be recognised that the structures and arrangements for delivering economic development and tourism initiatives are currently in flux and the responses set out in the Appendix reflects this.

### **ALTERNATIVE OPTIONS CONSIDERED AND REJECTED**

- 2 Do nothing – does not meet the aspirations of the City Council, does not contribute to economic growth and the creation of jobs and fails to contribute to the objectives of the South Hampshire Economic Development Strategy.
- 3 Increase activity beyond the level outlined in the Appendix. This was rejected due to current financial pressures.

### **DETAIL (Including consultation carried out)**

- 4 The 10 recommendations of the Scrutiny Panel have been responded to in detail in Appendix 1 where comment is made on the action taken. It should be recognised that the City Council is in the process of re-structuring and that its relationship with public and private sector partners is currently in a state of flux and the response to the recommendations set out in the Appendix reflects this situation. This report and its Appendix have been consulted on with those organisations that presented evidence to the Scrutiny Panel with responses being received from the Southampton Hackney Association emphasising the benefit of the taxi trade to cruise passengers. A response was also received from Sarah Davis who runs a company providing advice to the visitor sector.

## RESOURCE IMPLICATIONS

### Capital/Revenue

- 5 Capital: None
- 6 Revenue: The actions set out in the attached Appendix will be resourced where possible by prioritising action within the programme of work carried out within the existing Economic Development budgets. Some actions require the input and contributions of other partners in order to be delivered. These cannot be guaranteed.

### Property/Other

- 7 None.

## LEGAL IMPLICATIONS

### Statutory power to undertake proposals in the report:

- 8 Section 2 of the Local Government Act 2000.

### Other Legal Implications:

- 9 None.

## POLICY FRAMEWORK IMPLICATIONS

- 10 The proposals contained within the appended report are in accordance with the Council's Policy Framework.
- Community Strategy – meets with objective 3 – A Dynamic Business Environment
  - Corporate Improvement Plan – meets with Sec 5. Economic Development Portfolio – part of Southampton Economic Development and Regeneration Plan

<b>AUTHOR:</b>	Name:	Jeff Walters	Tel:	023 8083 2256
	E-mail:	Jeff.walters@southampton.gov.uk		

**KEY DECISION?** No

<b>WARDS/COMMUNITIES AFFECTED:</b>	N/A
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**SUPPORTING DOCUMENTATION**

**Non-confidential appendices are in the Members' Rooms and can be accessed on-line**

**Appendices**

1.	Draft Response to Cruise Enquiry – Summary of Recommendations –
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**Documents In Members' Rooms**

1.	None
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**Integrated Impact Assessment**

Do the implications/subject of the report require an Integrated Impact Assessment (IIA) to be carried out.	No
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**Other Background Documents**

**Integrated Impact Assessment and Other Background documents available for inspection at:**

Title of Background Paper(s)

Relevant Paragraph of the Access to Information Procedure Rules / Schedule 12A allowing document to be Exempt/Confidential (if applicable)

1.	None	
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