

Item No.	Classification: Open	Date: 17.6.03	MEETING NAME Executive
Report title:		Motion Submitted in accordance with Council Procedure Rule 3.9 – Southwark’s Heritage and Tourism Organisations	
Ward(s) or groups affected:		All	
From:		Strategic Director of Regeneration (Borough Solicitor & Secretary)	

RECOMMENDATION(S)

1. That the Executive consider the motion as set out in paragraph 2 below.

BACKGROUND INFORMATION

2. At the Extraordinary Council Assembly meeting on 21st May 2003 a motion was submitted in accordance with Council Procedure Rule 3.9 (1) by Councillor Robert Smeath and seconded by Councillor Sarah Welfare. The motion was subsequently amended and referred to the Executive for consideration:-
 - i) That Council notes the impact of 9/11 on local tourism and recognises the valuable contribution tourism makes to Southwark’s economy.
 - ii) That Council notes further that Southwark Council is working in partnership with a range of organisations, including Southwark Heritage Association (SHA), to address the decline in local tourism.
 - iii) That Council notes that a concerted effort will continue to be made to maximize the council’s opportunities for income from tourism.
 - iv) That Council asks the Executive to consider a report on Southwark’s tourist trade at the earliest opportunity, which should include the feasibility of making available facilities to organisations such as Southwark Heritage Association.

KEY ISSUES FOR CONSIDERATION

3. In accordance with Council Procedure Rule 3.9 (3), the above motion was referred to the Executive, which shall report upon the outcome of their deliberations upon the motion to the next meeting of Council Assembly.
4. The constitution allocates particular responsibility for functions to Council Assembly, for approving the budget and policy framework, and to the Executive, for developing and implementing the budget and policy framework and overseeing the running of Council services on a day-to-day basis.

5. Any key issues, policy or funding implications are included in the advice from the Chief Executive.

SUPPLEMENTARY ADVICE FROM OTHER OFFICERS

Strategic Director of Regeneration

6. London Borough of Southwark (LBS) officers are currently working in partnership with a wide range of organisations to review the impact of recent world events on the tourism industry. LBS has been a leading agent on the Cross River Partnership Tourism Sub Group, chaired by the London Tourist Board (LTB). This is a sub-regional group including key players from neighbouring boroughs, the private sector, the LTB and the London Development Agency (LDA). Officers have commissioned and supported research on overseas visitors and economic activity (STEAM - Scarborough¹ Tourism Economic Activity Monitor), which will inform the development of local and sub-regional strategies throughout the next year. Southwark was one of the 5 boroughs invited to attend the recent London tourism lunch hosted by the Duke of York.
7. In a more local context, Officers work on a daily basis to support members of the Bankside Marketing Group, which is serviced by the newly recruited post of London South Central Tourism Officer. The BMG includes major attractions such as Tate and The Globe, hotel groups, the service sector and smaller attractions. More specifically officers have been supporting new attractions including the Zandra Rhodes Textile Museum and the more established Old Operating Theatre to develop sustainable business plans. Following the closure of the Southwark Information Centre at London Bridge, discussions are ongoing with developers and landowners to establish an information service in a more accessible location, such as the Station. In the meantime work is progressing to establish an information centre on Bankside adjacent to Tate Modern and the Millennium Bridge.
8. In a general sense, the work that Officers do to promote the borough both nationally and internationally at trade fairs and conferences, and through promotional material such as the "Walk this Way" series of promotional walking tours, does much to benefit the businesses and attractions within the area.

Southwark Heritage Association

9. SHA operates primarily as a private enterprise that derives income from the sale of souvenirs and ticketing services. It has in the past worked with the Council and other local partners to provide tour-guide training for young and older people, e.g. Southwark Young Pilgrims. These projects have now come to an end and officers are not aware of any current bids or proposals of a similar nature. SHA has approached the Council with a commercial proposal to provide tourist information at London Bridge. It is unlikely that an information service will be viable at this location in the short term. Southwark Council Officers are involved in discussions with SHA and are making contact with business advice

¹ Scarborough, Ontario, was the first city to use this model

and guidance agencies to identify appropriate business support and helping to identify suitable business space. No decision has been made on the management arrangements for the proposed service at Bankside, but if the service is managed externally it will be tendered in accordance with Contract Standing Orders.

10. Tourism is clearly a significant driver in the economic regeneration of the north of the borough and the Council continues to strive to put in place the infrastructure that supports tourism and heritage organisations and attractions. The Council is unable to support private business with core funding, but can signpost to services such as Business Link, or can identify specific project based funding.
11. The Tourism function is part of the Strategic Partnerships Team, within the Economic Development and Strategic Partnerships Unit. The Tourism Manager left LBS in early March, however, the post is currently being advertised and interviews will take place in July. In the meantime, information services are being covered by officers within the Business Unit.
12. Once a Tourism Officer has been recruited, Southwark will be bringing forward a report on Southwark's tourist trade at the earliest opportunity. Meanwhile work is already underway to explore the feasibility of providing tourism information services and this will include the feasibility of making space available to organizations such as Southwark Heritage Association.

Background Papers	Held At	Contact
Original Motions	Room 315 Town Hall, Peckham Road, London. SE5 8UB	Lesley John Constitutional Support Unit 020 7525 7228

APPENDIX A

Audit Trail

Lead Officer	Ian Millichap, Constitutional Support Manager (Executive)		
Report Author	Lesley John, Constitutional Support Unit		
Version	Final		
Dated	9th June 2003		
Key Decision	No		
CONSULTATION WITH OTHER OFFICERS / DIRECTORATES / EXECUTIVE MEMBER			
Officer Title	Comments Sought	Comments included	
Strategic Director of Regeneration	Yes		
Executive Member			
Date final report sent to Constitutional Support Services	6 th June 2003		