

**ACTIONS FROM THE COUNCIL MEETING HELD ON  
WEDNESDAY 17 JULY 2024 AT 6.30 PM.**

<b>34.</b>	<b>QUESTIONS (SUPPLEMENTARY):</b>	
✓	<b>(a) Question 3 – Councillor D Brookes to Councillor Leyland.</b>	CLLR CL/LR
	Promotion of Skegness	
	How much does ELDC spend promoting Skegness	
	<p><u>UPDATE 26/09/24</u></p> <p>Response provided: <i>This year we have focussed on promoting the Lincolnshire Coast as a whole, following the launch of the new Lincolnshire Coast website (funded by UKSPF). ELDC has spent £3000.00 on creating new ‘Lincolnshire Coast’ branded materials, this includes postcards, display banners, photo boards, flags, pencils, stickers. We attended both the Lincolnshire and Heckington Shows under the banner ‘Lincolnshire Coast’ at a cost of £2,326.00 (plus staff time), we also sponsored the beach at the Lincolnshire Show (£500.00) and provided 100 branded ‘Lincolnshire Coast’ buckets and spades. ELDC took ‘Visit the Seaside’ booklets and banner to the shows, along with a selection of Skegness related leaflets/flyers.</i></p> <p><i>We have distributed the Lincolnshire Coast postcards throughout the county at various outlets and we have attended various other events and shows, leading with the promotion of the Lincolnshire Coast.</i></p> <p><i>Destination Lincolnshire, as part of the work associated with the Lincolnshire Coast website, are managing the social media element and have been doing so since the site was launched in May. In addition to this, the marketing of Skegness and the Lincolnshire Coast, outside of the county, is undertaken by Destination Lincolnshire in their role as the County’s Local Visitor Economy Partnership (LVEP), a role they have only recently taken on and very much in its infancy. The Council is in discussion with Destination Lincolnshire about how it can support the work they are doing to promote the coast and how this could form the basis of a Service Level Agreement going forward.</i></p> <p><i>ELDC is actively involved with the National Coastal Tourism Academy and through this we ensure Skegness is featured in any relevant promotional activity. We paid £180.00 to advertise at the Dutch Travel Show – Vakantiebeurs earlier this year.</i></p> <p><i>We will be working with a PR agency next year to encourage journalists/bloggers/influencers to visit the Lincolnshire Coast and subsequently produce features on the area. This has</i></p>	

	<p><i>worked very well in the past and generates a good return on investment.</i></p> <p><i>ELDC has been working with Destination Lincolnshire as part of our SLA to set up and support a new group for Skegness accommodation businesses. Skegness Accommodation Network and Development (SAND) has recently been established and is open to any accommodation business in Skegness.</i></p>	
✓	<b>(b) Question 4 – Councillor D Brookes to Councillor Leyland</b>	CLLR CL/LR
	Additional support from ELDC to promote Skegness	
	Is it the case that Skegness should have been getting support from East Lindsey as well as from the BID?	
	<p><u>UPDATE 26/09/24:</u> Response provided: <i>In addition to the above regarding the website and promotion of the coast: During the time the BID was operating ELDC did not actively promote Skegness as the BID led on the promotion of the coast. We did support the BID when requested and identified opportunities where we could work together i.e. ELDC attended a Group Travel Show in London in partnership with the BID.</i></p>	
*	<b>(c) Question 5 – Councillor Watson to Councillor Leyland</b>	
	Beach Nourishment	
	Will you urgently develop some forward strategy for the defence of the coastline and define a timescale on when we can expect to receive an update? Furthermore, can you confirm that this issue is not reliant on a decision on the nuclear waste dump?	CLLR CL/PN
	<p><u>UPDATE 02/09/24:</u> Response provided: ELDC teams are working with the Environment Agency (EA) in conjunction with County. An update will be provided once a response has been received from the EA.</p>	
✓	<b>(d) Question 6 – Councillor Leonard to Councillor Leyland</b>	
	Remedial work at the Hub	
	If the work on the car park is substandard now, what else is going to appear as substandard in the future and will appear outside the remedial work guarantee?	CLLR CL/DH
	<p><u>UPDATE 27/08/24:</u> Response provided: As far as the property team can establish nothing else at the hub has proven to be substandard, As is normal in the post construction phase of any new build the building is “snagged” and any defects are rectified within the normal guarantee period.</p> <p>Regrettably officers are unable to predict what might happen in the future, but all staff involved in the construction of the Hub have worked hard to ensure the standard of construction has been to the construction standard and is fit for purpose.</p>	

✓	<b>(e) Question 8 - Councillor Leonard to Councillor Leyland</b>	
	Maintenance of landscaping at the Hub	
	Can we get the front door and surrounding areas sorted out to look less like sand dunes?	CLLR CL/VB
	<u>UPDATE 23/09/24:</u> Response provided: As we move into Autumn the Neighbourhoods team are reviewing the planting scheme at the entrance to the hub. They will advise on any improvements that can be made to the initial design.	
✓	<b>(f) Question 9 - Councillor Makinson-Sanders to Councillor Ashton</b>	
	Tree survey on Council land	
	Who did the assessment in Westgate Fields in April 2024 and what were the results?	CLLR CL/PN
	<u>UPDATE 02/09/24:</u> Response provided: The assessment was carried out by the Council's Arboricultural Officer. He did not find any Unacceptable risks requiring remedial work. There are not set periods for assessments set out in professional guidance or court judgements. In essence as tree owners/managers actions are required to be reasonable, proportionate and reasonably practicable. Para 26 of our Strategy states that ' <i>We'll carry out Active Assessment in zones of high confluence every 5 years. Given the overall extremely low level of risk, and the day in day out work that we do with Passive Assessment, carrying out an Active Assessment every year, or every few years, is not reasonable, proportionate or reasonably practicable.</i> ' Para 27 states ' <i>We'll assess trees more frequently than 5 years when a Detailed Assessment has recommended it. And when an outbreak of a disease, or a general decline in vitality, is affecting a population of trees</i> '.	
✓	<b>(g) Question 11 - Councillor Makinson-Sanders to Councillor Leyland</b>	
	Markets	
	Who is going to come onto Louth Market and sort the problems out – we need someone on hand as we have 3 markets a week in Louth? Why do you think that one person can look after all markets?	CLLR CL/PP
	<u>UPDATE 23/08/24:</u> Response provided: The Markets Service is still currently operated by Neighbourhoods, until resources to operate the service can be transferred over to Leisure & Culture through restructuring of the service. A budget allocation has however been transferred to the Leisure & Culture Service for an element of management and policy development, and interviews were initially held for the service manager post of Markets Manager across the Partnership, at the end of June. Unfortunately, we were not able to appoint a suitable candidate at that time. The post subsequently went back out to the market, and further interviews were held on the 15 <sup>th</sup> August, this time we were able to make an appointment, and the Markets	

	<p>Manager will start work on the week commencing the 28<sup>th</sup> October. Once the Manager is in post, further work will start, in order to look at the operational delivery and day to day support for the East Lindsey District Council Markets Service.</p> <p>In the meantime, I would be happy to be contacted with any problems on Louth Markets and we will try to resolve them if possible, with the support of the Neighbourhoods Team.</p>	
--	---	--