

**TO EACH MEMBER OF THE
OVERVIEW AND SCRUTINY COMMITTEE**

19 November 2020

Dear Councillor

OVERVIEW AND SCRUTINY COMMITTEE- TUESDAY 24 NOVEMBER 2020

Further to the Agenda and papers for the above meeting, previously circulated, please find attached the following additional reports:

Agenda Item	Description
9.	Gloucestershire Health Overview and Scrutiny Committee Update To receive an update from the Council's representative on matters considered at the meetings held on 22 October, 11 November and 17 November 2020. <i>(NB: the report from the meeting on 17 November will be circulated as soon as possible).</i>
10.	Gloucestershire Economic Growth Scrutiny Committee Update To receive an update from the Council's representative on matters considered at the meetings held on 21 October and 18 November 2020. <i>(NB: the report from the meeting on 18 November will be circulated as soon as possible).</i>
12.	Tourism Review To receive a presentation providing an overview of the project plan and the 2021 group and an update on the independent tourism review.

Should you have any queries regarding the above please contact Democratic Services on
Tel: 01684 272021

Yours sincerely

Head of Democratic Services



Gloucestershire Health Overview and Scrutiny Committee –

24th November 2020

The meeting was held virtually – As usual, the agenda and various reports can be viewed on the Gloucestershire County Council website. Reading the ones of particular interest is recommended, as this is a brief overview.

Meeting Held on 17th November 2020

Public representation and Feedback on the Phlebotomy Service

Public representation and the first agenda item were about the service, so notes were taken on the issue and response.

Representation was made with regards to the Phlebotomy service in Cirencester. A new service was commenced earlier this year where all Primary Care Settings, GP practices were to offer this service. This took a while to implement as staff had to be recruited to the positions, allocate time and space in GP practices. Some services for phlebotomy were still provided from Cirencester hospital. As this co-in sided with COVID the transition was not as smooth as hoped.

Virtual appointments resulted in people being asked to go to the General Hospitals for blood tests, which had problems in people being able to get there by public transport. Even bigger problems were experienced from outlying areas like Fairford, where transport was even more difficult.

All other areas of the county have had and shared positive experiences of a system that aims to provide this service, locally, without the need to go to the main hospitals for blood tests.

Cirencester will be looked at in detail to ensure their issues have been dealt with. The PALS service has had very few complaints lately on this issue.

COVID Update 2-8th November

Figures are collated the week after they are gathered.

Wave 1 and 2 cannot be compared directly as there is better testing in Wave 2. They have seen fewer care home patients and an increase in the number of younger age groups. The numbers in GRH are near to the numbers at peak in Wave 1 but not so many in Intensive care, more needing Respiratory care.

A and E departments have only seen a 10% drop in attendance compared to the 1st wave that saw at least 50% drop off in attendance. Normal hospital care is continuing alongside the COVID work so GRH is very stretched but coping.

Government web site shows maps of infection rates by area, so we can see where Gloucestershire stands in relations to its neighbouring areas. This is updated daily.

Dursley and Cirencester have the highest rates within the county at present. The R rate is 1.2-1.4 in the county, which means for everyone affected, they have the potential to pass it onto 13 more.

Testing has increased in availability, 13,822 carried out in one week.

High risk venues are looked at on a daily basis. Clusters of outbreaks are examined, e.g. in care homes and schools.

Contact Tracing is being effective in 75-90% of cases. A pilot to look at enhanced contact tracing to be carried out for a fortnight in Gloucester city area.

Mass testing, like the pilot undertaken in Liverpool, to be tried in Gloucestershire University.

Care homes have shown less cases of infection in residents but increased in staff. Revised guidance and training to be given to care homes, on use of PPE and visiting guidelines.

Hoping the effects of the lockdown will start to kick in this weekend. All are encouraged to reinforce the government's key message, to keep safe.

Gloucestershire Clinical Commissioning Group Performance Report

Key points: Increase in workload at present due to normal work and increase in COVID cases. It is good that people still feel able to access services. Looking at ways to increase discharge at the earliest opportunity, using 'Home First' services, run by the community Trust. It is nearly One into hospital and one out at present.

Cancer treatment targets – the two week consultation target is still very good, but the 52 week to treatment has slipped slightly.

Intensive Access to Psychological Therapies IAPT access rates have improved with the use of Virtual consultations.

Delayed operations due to the first wave have been picking up and they are now at 90% capacity, but backlog not being cleared as quickly as they would like due to constant new cases/demands.

One Gloucestershire Integrated Care System (ICS) Lead Report.

Ongoing work continuing with Carers, with on line events and training to provide support.

A Virtual COVID Ward has been set up. Where people tested positive, with symptoms, they are having their oxygen levels monitored daily. If things deteriorate they can then be admitted and if the levels improve, this indicates they may be past the worst.

Mental Health Services are adapting to cope with an increase in the need for their services. For example 25% increase in eating disorder referrals.

Fit for the Future work is on-going.

New Forest of Dean Hospital work is on-going.

GCCG Clinical Chair/Accountable Officer Report

Good information provided in a detailed report. No particular highlights to bring to members attention.

Cllr JK Smith 17/11/2020

Gloucestershire Economic Growth Scrutiny Committee Wednesday 18 November 2020 1.30 pm

1. Gloucestershire Economic Growth Joint Committee (GEGJC) Update

Cllr Patrick Molyneux provided an update on the content of the GEGJC meeting held on the morning of the 18th November 2020.

The documents referred to in the meeting can be found at:

<http://www.WinchcombeWard.com/jcnov2020>

(If the above link does not work as expected, please either copy and paste it or type it directly into your browser)

The main items were as follows:

- Peter Carr delivered an update on Gloucestershire's skills response to the pandemic. He also referenced the "skills portal" which provides job seekers with a list of local and national contacts and training opportunities.
The skills portal can be accessed via the following link:
<http://www.skillsportalglos.com>



- Cllr Kevin Cromwell provided a brief overview of this committee's work - including a reference to meetings that had been held locally.
- Members of the Reef Group property development firm delivered an update on the Kings Quarter Regeneration project in Gloucester.



- Mike Dawson provided a document that delivered a snapshot of the current status of strategic and local plans in the County. This included reference to M5 Junctions 9 and 10, the A417, the Golden Valley development and Tewkesbury's Garden Town etc.
- Colin Chick provided an update on activities and proposals relating to Gloucestershire's economic recovery collaboration process, including an update on Gloucestershire County Council (GCC) Covid-19 Economic Recovery planning.
- Dev Chakraborty provided a GFirst LEP update. He explained that the LEP were conducting a survey to determine where business employees were working prior to and during the pandemic and where they planned to be located following Covid-19 being controlled.
- Andrew Cummings provided an update on the Business Rate Pool. The expected position for the Business Rate Pool for this year is £3.8 million. He also successfully requested £500.000 funding for the LEP for the next 2 years.

2. Modern Methods of Housing Construction (MMC)

Michael Craggs from Bromford Housing Association delivered the following presentation:

<https://WinchcombeWard.com/mmc.pdf>

(If the above link does not work as expected, please either copy and paste it or type it directly into your browser)

The presentation explained that in future years, Gloucestershire will face significant housing growth to meet the demand for new homes. Delivery of this housing will provide important challenges. Therefore, modern methods of construction are likely to be an important way that homes are built in the future.

Staverton - Timber Volumetric

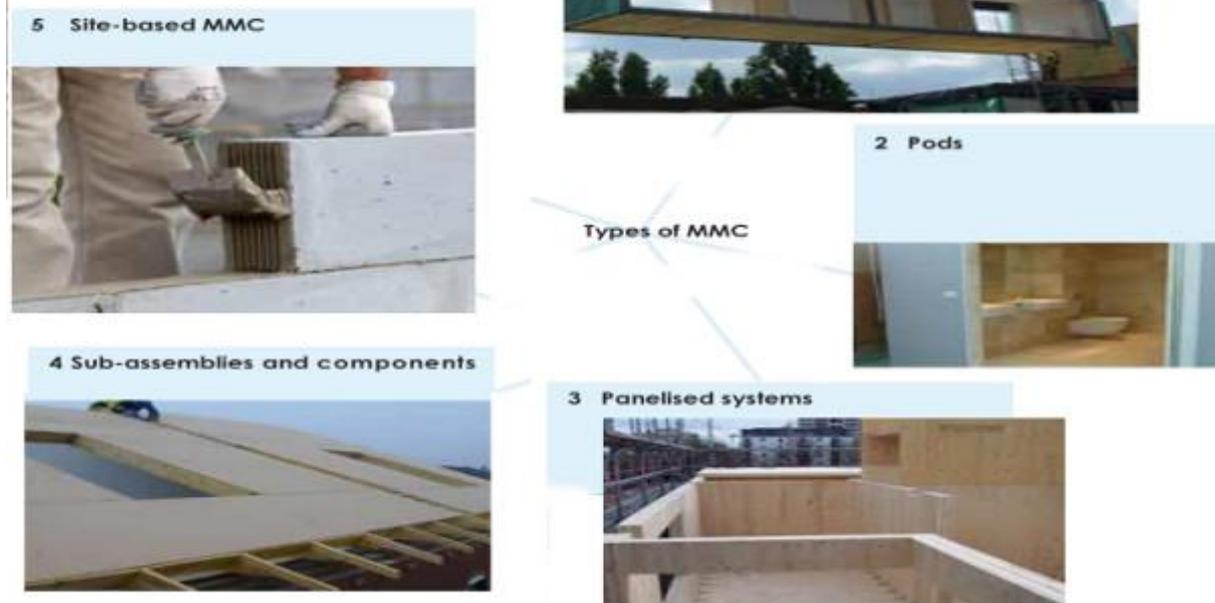


The presentation looked at modern methods of construction from the perspective of registered housing providers and the affordable housing sector. It was explained that MMC is not intended to replace traditional construction methods but to be used alongside them.



There are currently about 140 suppliers of MMC.

Types of MMC



Although there are 7 different types of MMC the presentation explained the 5 main ones. Examples of MMC can be found throughout Tewkesbury Borough. For example, the Volumetric method was used for several houses in Staverton. This is where three-dimensional units are fully fitted out "Off Site".

MMC is faster than traditional methods – typically only 7 days from delivery onto a site. However, MMC only becomes less expensive than a traditional build when factory produced at scale – at least 250 units per year. L&G produce over 3,000 units per year.

MMC homes can come with at least a 60 year Build Offsite Property Assurance Scheme (BOPAS) warranty as well as a National House Building Council (NHBC) warranty.

61,000 new homes are currently planned to be built in Gloucestershire up to 2031. It is therefore important for this committee to find out what plans the private sector has to use MMC in their new developments.

It was agreed that representatives from some private building developers should be invited to a meeting in the near future so their plans could be scrutinised and a summary report produced for the GEGJC's information.

3. GFirst Local Enterprise Partnership (LEP) Update

David Owen, CEO, GFirst LEP, provided an update on Gloucestershire's Economy.

www.WinchcombeWard.com/lepnov2020

(If the above link does not work as expected, please either copy and paste it or type it directly into your browser)

- Total **GVA*** for Gloucestershire is estimated to be £16.5 Billion
- The Claimant Count for Gloucestershire has dropped from 5.0% in August to 4.9% in September.
- The number young people (18-24) claiming benefits in Gloucestershire is currently 3,725 which is 19.6% of the total of working age claimants (16-64) in Gloucestershire.
- Job posting numbers continue to improve with the number of postings for September 2020 at around 18,705 which is 19.9% lower when compared to September 2019. Both the Forest of Dean and Tewkesbury have seen an increase in the number of job posts when compared to the same month last year.
- The total number of workers furloughed in Gloucestershire at the 31st August was 30,700.
- The second phase of the Self Employment Income Scheme grant has seen a total of 21,300 claims made in Gloucestershire up to 30th September, with a take up rate of 62% of those potentially eligible and totalling £55.9 million.
- The total value in loans offered to businesses in Gloucestershire, as part of the Coronavirus Business Interruption Loan Scheme (CBILS) and Bounce Back Loan Scheme, now stands at £483 million.

* **GVA** (Gross Value Added) is the measure of the value of goods and services produced in an area, industry or sector, which can be used to measure the value of the economy.

Cllr John Murphy



Interim Findings
**Strategic assessment,
recommendations and
marketing plan for tourism in
the Borough of Tewkesbury**

24 November 2020

www.kellyballard.co.uk



Work programme – review

- **External market assessment** – visitor behaviour and digital trends
- **Internal assessment** – tourism product, current tourism resource, stakeholders
- Assessment and recommendations of **council support required for key projects**
- Review of **key partner stakeholders, business models, initiatives** and the opportunities they present



Work programme – recommendations

- **Key priorities for strategic direction for tourism** in the Borough to 2025, including the response to COVID-19
- **Recommendations to engage and support tourism businesses**, including working with Gloucestershire Airport, key events and TIC
- 11 • **Headline ideas for income generation and business model**
- **Outline marketing focus to 2025**
- **Suggestion of resources needed**



My experience includes...



WESTONBIRT 2003-2009

- Increase in visitor numbers, 250k -> 350k



BRISTOL 2009-2014

- Brought £70 million into the local economy over 3 years (RGF £1m investment)

12



CHELTENHAM 2016-2019

- Created a new DMO – £180k public/private collaboration
- Website visitor growth – 276k (2016) -> 400k (2019)



FOREST OF DEAN & WYE VALLEY 2019-2020

- Tourism strategy
- Website redevelopment



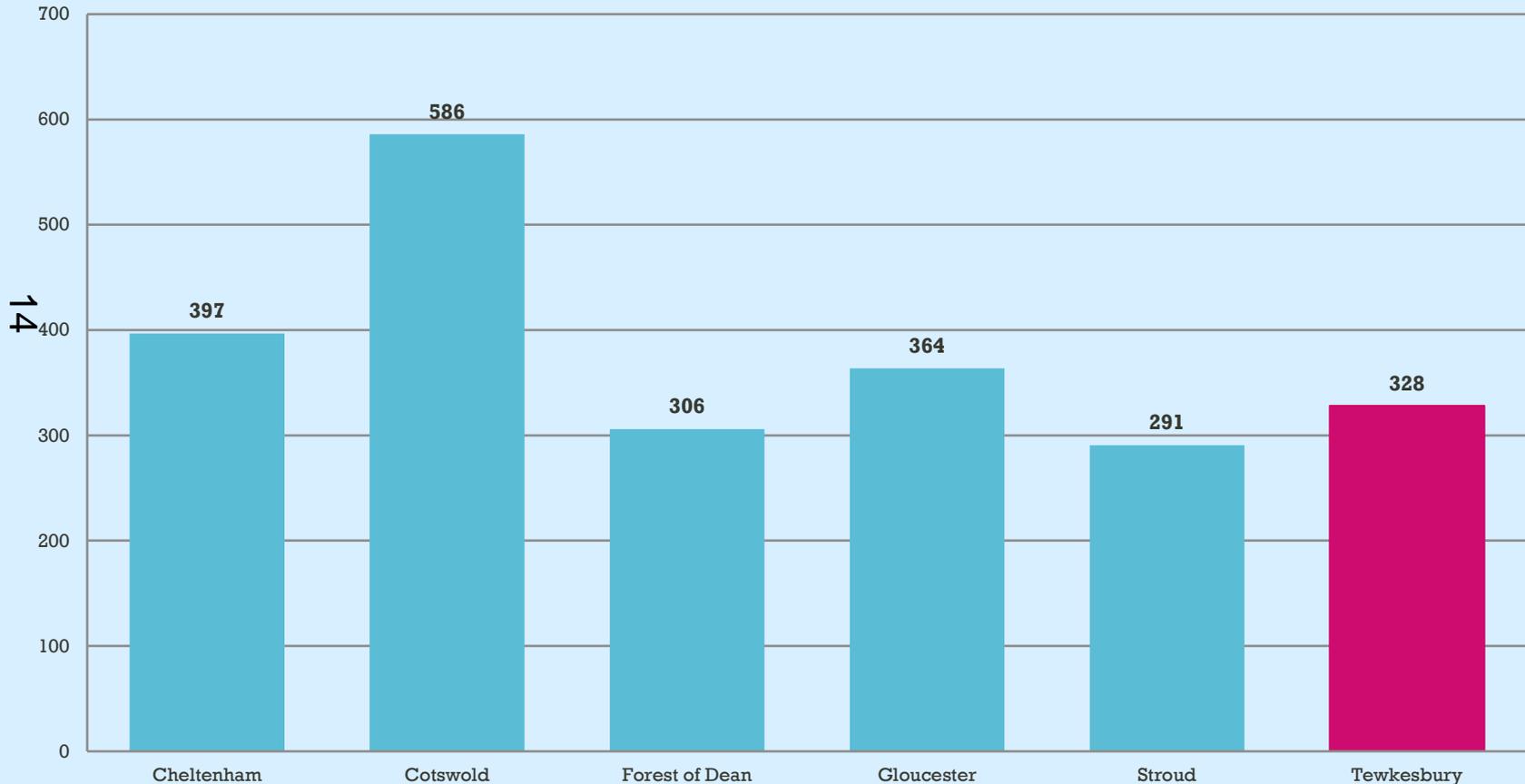
Tourism economy snapshot – pre COVID-19

- Approx. 158 tourism businesses in the Borough – 129 accommodation businesses and 27 attractions
- 2,273 jobs in tourism in the Borough which is 5% of all employment
- Visitors to the Borough spent just under £136 million in 2019
- 13 • Impact of tourism £ goes far wider than the traditional tourism
 - Accommodation: £23m
 - Attractions: £16m
 - *Shopping: £32m*
 - *Food & Drink: £41m*



Comparison with the County Districts, 2019 (000's)

All staying trips

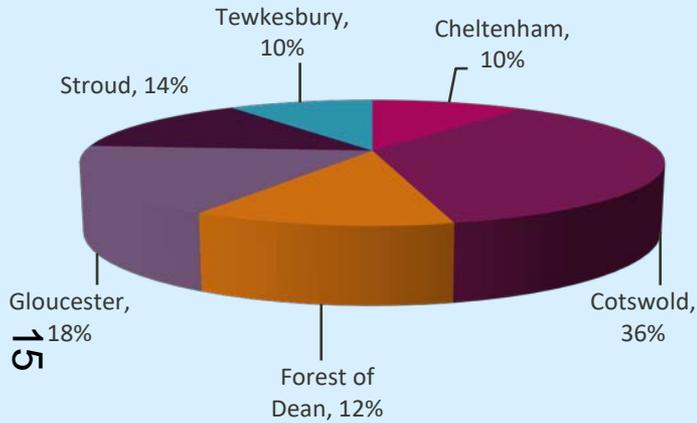


Since 2014 staying trips increased by 19% spending £47m

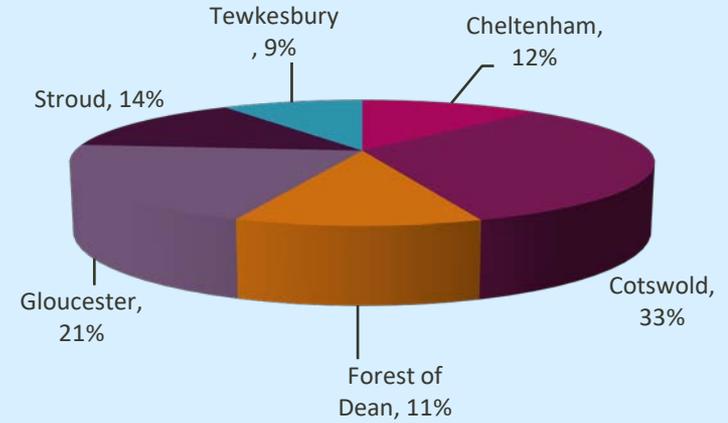


Comparison with the County Districts, 2019 (000's)

All day visits



All day visit spend



Area	Day visits	Day visit spend
Cheltenham	2.0	£81.3
Cotswold	7.0	£221.6
Forest of Dean	2.4	£77.5
Gloucester	3.5	£140.7
Stroud	2.7	£95.8
Tewkesbury	1.9	£63.8

Tewkesbury 1.8m day visitors spending £64m fallen by 5% since 2014



Tourism economy snapshot – today COVID-19

- 11 commercial businesses/charities interviewed
- Mixed picture but all have lost significant income to varying degrees
- Potential closure for some B&Bs and guest houses/smaller hotels. All corporate business and weddings lost
- GWSR 90% loss of income. Tewkesbury Abbey 72% loss of income
- 16 • Outdoor activities, self catering, camping and caravanning saw significant footfall July – August for domestic day & staying leisure visitors
- September/October – much quieter – normally older visitors, coach groups or overseas all of whom were not travelling
- ONS reported early Nov: accommodation and food service activities industry had the highest percentage of businesses with no cash reserves, at 6%, compared with 3% across all industries.
- The accommodation and food service activities industry had the highest percentage of businesses with no or low confidence that their businesses would survive the next three months, at 32%.



External assessment looking forward - headlines

- Lockdown and travel restrictions will continue into 2021 – people staying locally –staycation
- Overseas market not set to recover until 2024 – domestic tourism for the next 18 months – rural destinations + self catering
- Consumer demand for digitisation and need for experiences
- County strategy to support tourism – opportunities with Visit Gloucestershire, Cotswolds Tourism - Tourism Zones – Tourism Sector deal
- Consumer focus on being safe from COVID, less travel by public transport and coach – interest in the environment continues
- Going to be competitive market – 95 towns and villages in the wider Cotswolds
- Concern by local residents in attracting visitors bringing in COVID



Internal assessment

18

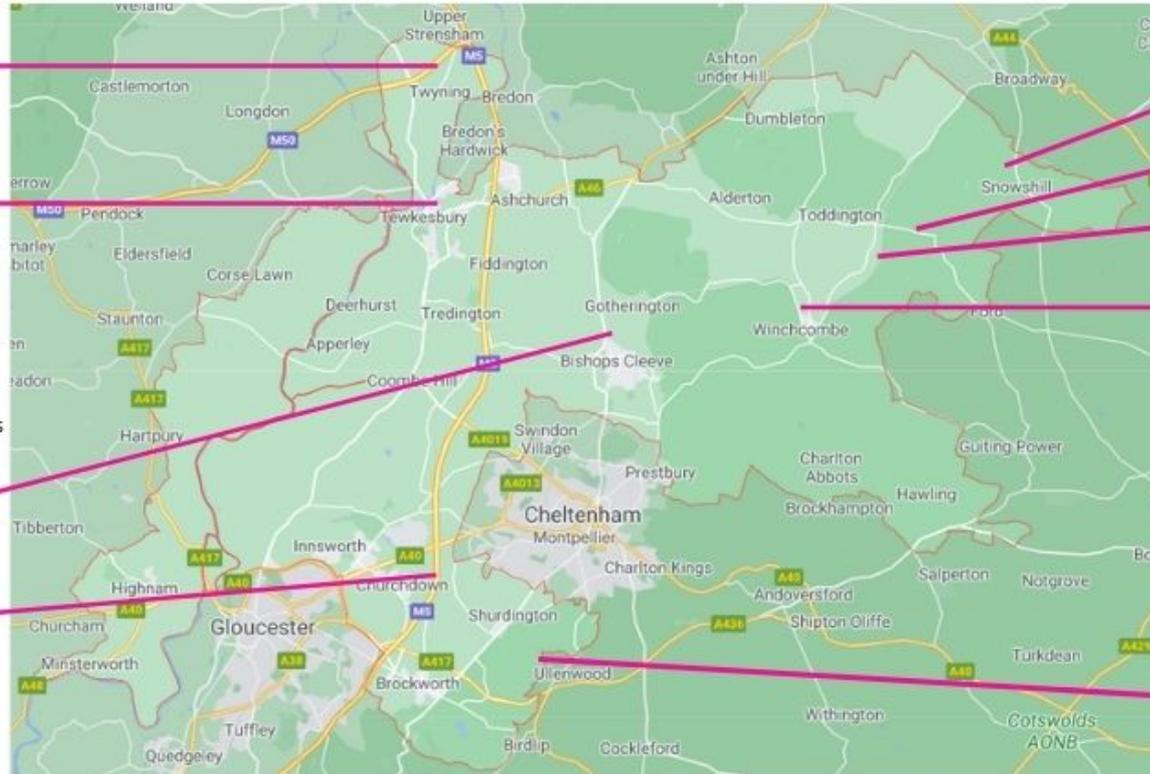
- Showborough House Sculpture Garden

TEWKESBURY

- Tewkesbury Abbey
- The Severn Ham
- The Roses
- Victoria Pleasure Gardens
- John Moore Museum
- Tewkesbury Museum
- Tewkesbury Battlefield Commemorative Sculptures

- Prescott Hill Climb & Bugatti Museum

- Jet Age Museum



- NT Snowhill Manor

- Stanway House & Fountain
- Hailes Abbey
- Hailes Fruit Farm

WINCHCOMBE

- Winchcombe Folk and Police Museum
- Belas Knap
- Winchcombe Antiques Centre
- Gloucestershire Warwickshire Steam Railway
- Cotswolds Way
- St Peters Church
- Winchcombe Pottery
- Sudeley Castle

- FlyUp 417 Bike Park
- Great Witcombe Roman Villa

- Lots of attractors across the Borough
- Tewkesbury & Winchcombe Towns as hubs – opportunities
- Walking & Cycling – opportunities



Internal assessment - headlines

- Current resource to support tourism is minimal
 - TIC buildings and staff Tewkesbury & Winchcombe
 - shared temporary assistant 30% tourism/70% Growth Hub
 - £7,000 marketing budget – £3,000 to Cotswolds Tourism
- 19 • No dedicated staff resource coordinating or leading on visitor economy
- No active public/private group to support or drive tourism in the Borough, or in the Towns
- No cross-working resource to bring together other visitor economy related projects – HAZ, Garden Town, Cultural Consortium...



Internal assessment

- All projects/initiatives including Tewkesbury 2021, Heritage Park, Experience Winchcombe – all **need experienced tourism strategy, marketing and digital support input**
- **Tewkesbury 2021 big year opportunity** to deliver civic pride- positive knock-on effect for promotion of the destination for visitors
- 20 • Need for clear distinction of destination brands for Winchcombe and Tewkesbury – to include local culture, retail and hospitality
- Product offer in area is good, however traditional – lacks year-round ‘experiences’, particularly in Tewkesbury
- No marketing plan or resource to proactively grow the visitor economy
- Opportunity to support Place Making – not just tourism. Tewkesbury Borough as a great place to live, work, visit as well as invest



Cheltenham that was... heritage, racing, festivals

21





Cheltenham – heritage + people + whole culture
So many stories to tell like the Borough of Tewkesbury

22





Next steps

1. **Survive** - Immediate engagement and support for businesses short-term
 2. **Recover** – support businesses to make as much money as possible to continue trading
 - 23 **3. Thrive** – Become stronger more distinct brands within the Cotswolds family with proud engaged communities - **place making**
- **Report with recommendations due in January 2020**