

DECISION-MAKER:	CABINET
SUBJECT:	CRUISE INDUSTRY SCRUTINY INQUIRY – HOW CAN CRUISE SHIP PASSENGER SPEND BE INCREASED?
DATE OF DECISION:	4 JULY 2011
REPORT OF:	CHAIR OF SCRUTINY PANEL C
STATEMENT OF CONFIDENTIALITY	
N/A	

BRIEF SUMMARY

From January to May 2011, Scrutiny Panel C undertook an Inquiry looking at how cruise ship passenger spend in Southampton can be increased. The Overview and Scrutiny Management Committee (OSMC) considered the final draft of the Inquiry report on 2nd June 2011 and approved it for submission to the Executive. The Scrutiny Inquiry report contains 11 recommendations which have been highlighted in Appendix 1. The Cabinet needs to formally respond to these recommendations within two months to meet the requirements in the Council's constitution.

RECOMMENDATIONS:

- (i) To receive the attached Scrutiny Inquiry report on increasing cruise ship passenger spend in Southampton;
- (ii) To develop a formal response to the recommendations contained within it, including an action plan detailing how the Executive proposes to take forward any of the recommendations contained in the report.

REASONS FOR REPORT RECOMMENDATIONS

1. The overview and scrutiny procedure rules in part 4 of the Council's Constitution, requires the Executive to consider all inquiry reports that have been endorsed by the Overview and Scrutiny Management Committee and to submit a formal response to the recommendations contained within them within two months of their receipt.

ALTERNATIVE OPTIONS CONSIDERED AND REJECTED

2. None

DETAIL (Including consultation carried out)

3. The Panel undertook the Inquiry over 4 meetings between January and April 2011 and agreed, at a meeting on 12th May 2011, the 11 recommendations contained within the Inquiry report attached at Appendix 2.
4. Scrutiny Panel C received evidence from a variety of organisations, individuals and officers from Southampton City Council. A list of witnesses who provided evidence to the Inquiry is shown within Appendix 2.
5. Evidence gathered throughout the Inquiry led the Scrutiny Panel to conclude that:-
 - the cruise industry is a significant and growing contributor to the local economy and that collectively, Southampton needs to do what it can to maintain and grow the City's prominent position within the UK cruise

market at a time when other ports are seeking to develop their cruise operations;

- Southampton has enough to offer cruise passengers to keep them in the City for a period prior to a cruise; and
 - there is scope to increase cruise passenger spend in Southampton.
6. Six key areas where opportunities exist to increase cruise passenger, and cruise related spend in Southampton were identified. To help the City take advantage of the opportunities identified the Scrutiny Panel approved 11 recommendations.
7. The Executive needs to consider the Scrutiny Panel's recommendations and to formally respond within two months of the date of receiving this report in order to meet the requirements set out in the Council's Constitution.

RESOURCE IMPLICATIONS

Capital/Revenue

8. A number of the recommendations within the appended report could be progressed by re-focussing Council officer and partner's time and existing work programmes.
9. In practice, any future resource implications arising from this review will be dependent upon whether and how, each of the individual recommendations within the Inquiry report are progressed by the Executive. More detailed work will need to be undertaken by the Executive in considering its response to each of the recommendations set out in the Inquiry report.

Property/Other

10. None

LEGAL IMPLICATIONS

Statutory power to undertake proposals in the report:

11. The duty to undertake overview and scrutiny is set out in Section 21 of the Local Government Act 2000 and the Local Government and Public Involvement in Health Act 2007.

Other Legal Implications:

12. None

POLICY FRAMEWORK IMPLICATIONS

13. The proposals contained within the appended report are in accordance with the Council's Policy Framework.

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KEY DECISION? Yes/No No

WARDS/COMMUNITIES AFFECTED:	None directly as a result of this report.
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SUPPORTING DOCUMENTATION

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

Appendices

1.	Cruise Industry Inquiry - Summary of Recommendations
2.	Cruise Industry Inquiry – How can cruise ship passenger spend in Southampton be increased? Final report of Scrutiny Panel C

Documents In Members' Rooms

None

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)
None	