

Cruise Industry Inquiry – Summary of Recommendations

Recommendation	Accepted by Executive (Y/N)	How will the recommendation be achieved? (Key actions)	Responsible Officer	Target Date for Completion
<p><b>Transport Infrastructure</b></p> <p>1. Following the unsuccessful bid to the Regional Growth Fund to finance developments in Platform Road, the City Council is recommended to work with the business community to identify alternative sources of funding that will fund the required works.</p>				
<p><b>Signage</b></p> <p>2. To enable passengers to get to the Port and from the Port to the City Centre, Southampton City Council works with ABP to improve signage inside and outside the Port, including locating Legible Cities signs at cruise terminals.</p> <p>3. The City Council and key stakeholders design new signage for the City and meet with the Department for Transport to propose adoption of the signs on the principal highway network.</p>				

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<p><b>Detachment of the Port from Southampton City Centre</b></p> <p>4. To improve access from the cruise terminals (particularly the Mayflower Terminal and QE2 terminals that are more distant) to the city centre, it is recommended that the City Council facilitates discussion with the private sector about establishing a coach service for cruise passengers and crew from the terminals to the city centre. The potential for extending existing bus services to the terminals should also be explored.</p> <p>5. To project a better image of Southampton the City Council encourages ABP Southampton to consider options to enhance the appearance of the routes within the Port used by cruise passengers, and that SCC takes this into account when planning highway improvements at the docks gates used by cruise passengers. Consideration should be given to allowing access via Dock Gate 8 to achieve this aim.</p>				

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<p><b>Promotion and Branding of Southampton</b></p> <p>6. That Southampton Connect, the successor to the Southampton Partnership, gets behind Marketing Southampton to help achieve its objectives.</p> <p>7. That the Cultural Ambassadors initiative is developed to encompass crew from cruise liners, and its focus is expanded to include the promotion of the wider offering available within the City. The objective is to have key people who interact with visitors to Southampton acting as advocates for the City.</p> <p>8. The City Council reviews the Southampton related merchandising offer in City Council venues to meet and stimulate demand from visitors.</p>				
<p><b>The development of packages and tours</b></p> <p>9. Building on what is currently available, and learning from good practice in port of call cities, Southampton City Council works with private sector partners to facilitate the development of cruise packages, tours and</p>				

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<p>the cross marketing of attractions to promote to:</p> <ul style="list-style-type: none"> <li>○ Cruise companies whose ships visit Southampton;</li> <li>○ The operators who the travel agents book hotel packages and attraction through.</li> </ul> <p>Recognising the potential to extend this offer to other visitor markets.</p> <p>10. To help travel agents promote the City it is recommended that, to coincide with cruise events at the Port, Southampton City Council works with private sector partners to invite travel agents from across the country to visit the City and experience what Southampton has to offer visitors.</p>				
<p><b>Leadership</b></p> <p>11. Southampton City Council reviews its approach to the visitor economy, in line with sub-regional developments, to reflect the potential role visitors can play in the development and diversification of the City economy. A Senior officer should be identified to co-ordinate the City Council's approach.</p>				