

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
Transport Infrastructure				
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.	Y	The City Council has submitted a revised Round 2 Regional Growth Fund bid for improvements in Platform Road. A decision on this is expected shortly. If this bid is unsuccessful, consideration will be given to alternative funding opportunities to deliver these improvements.	Phil Marshall	2012
Signage				
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.	Y	A survey of over 400 cruise passenger has been undertaken which has identified some signage issues that are within the city control. These minor schemes are already being designed and delivered. A delivery strategy for Legible cities signage is prioritising location choice. This recommendation will be considered. In the meantime cruise terminals have been supplied with the legible cities tear off maps.	Phil Marshall	2012
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.	Y	A meeting has already taken place with the Highways Agency on this issue which included city stakeholders and discussion on variable message signs. The cost of such work is significant. Council Transport officers will raise this issue at the next Chamber of Commerce transport group.	Phil Marshall	To be agreed following meeting with DfT

Recommendation	Accepted by Executive (Y/N)	How will the recommendation be achieved? (Key actions)	Responsible Officer	Target Date for Completion
Detachment of the Port from Southampton City Centre				
<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>	Y	This will be raised at the next liaison committee with the Port	Phil Marshall	To be agreed following Port Liaison Committee
<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>	Y	Any highway improvements, which are delivered in the vicinity of dock gates will be consistent with the Streetscape Manual, which will improve the public realm in these areas.	Phil Marshall	On-going

Recommendation	Accepted by Executive (Y/N)	How will the recommendation be achieved? (Key actions)	Responsible Officer	Target Date for Completion
Promotion and Branding of Southampton				
6. That Southampton Connect, the successor to the Southampton Partnership, gets behind Marketing Southampton to help achieve its objectives.	Y	Southampton Connect recognises the importance of Marketing Southampton to the city and, as such, has a commitment to ensure its work is accelerated through its adoption as one of ten Priority Projects contained within the City Plan 2011-2014 entitled 'Promoting Southampton as the Connected City'.	Project lead for Southampton Connect Sally Lynskey, Chief Executive, Business Solent.	Southampton Marketing Strategy to be developed & approved by 31 st March 2012.
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.	Y	The pre opening activity for Tudor House Museum included introductions and tours for key people and organisations, including taxi drivers, coach companies and hotel staff. The same approach is planned for Sea City and the suggestions of cruise company staff will be incorporated. The City Council will look to the he longer term, and broader concept of ambassadors that may best be developed in partnership with Business Solent	Mike Harris	Do we have a date (see last sentence)
8. The City Council reviews the Southampton related merchandising offer in City Council venues to meet and stimulate demand from visitors.	Y	Merchandising in the SCC venues will seek to reflect the interests of visitors to those specific venues, whilst catering where possible for a broader visitor market. Levels of sales and profit margins will drive the retail offer.	Mike Harris	On-going process of reviewing merchandise

Recommendation	Accepted by Executive (Y/N)	How will the recommendation be achieved? (Key actions)	Responsible Officer	Target Date for Completion
The development of packages and tours				
<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 the cross marketing of attractions to promote to:</p> <ul style="list-style-type: none"> ○ Cruise companies whose ships visit Southampton; ○ The operators who the travel agents book hotel packages and attraction through. <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>	N	<p>Agree with the recommendations and the principles behind this. At present no City Council resources have been identified to facilitate this. Director for Economic Development to convene discussions with Business Solent/Marketing Southampton and other parties to progress these 2 recommendations</p>	Dawn Baxendale	Meeting by 31 December 2011

Recommendation	Accepted by Executive (Y/N)	How will the recommendation be achieved? (Key actions)	Responsible Officer	Target Date for Completion
Leadership				
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.	Y	Meeting being held with Tourism SE and potential partners from across the Solent Region on 21 October to begin to develop a sub-regional approach. Way forward to be determined following this meeting. IOW Council taking lead for PUSH. Senior Council Officer lead to be determined following conclusion of City Council Management Restructure)	Dawn Baxendale	January 2012