

Record of Decision

Update of Tourism Strategy - English Riviera Destination Management Plan 2016-2021 Pride in Place Consultation Draft

Decision Taker

Executive Lead for Tourism, Culture and Harbours on 08 December 2016

Decision

To publish for consultation the draft Tourism Strategy English Riviera Destination Management Plan 2016-2021 Pride in Place.

Reason for the Decision

To enable a six week public consultation period from 9 December 2016 on the draft strategy to be carried out in accordance with paragraph F4.1 of the Standing Orders – Budget and Policy Framework.

Implementation

This decision will come into force on 8 December 2016, so as to commence the formal six week consultation process on this policy framework document.

Information

The English Riviera Destination Management Plan 2016-2021 is proposed to replace the existing Tourism Strategy and establish a shared approach to effectively manage the whole tourism destination for Torbay. It focuses on developing a successful visitor economy presenting clear actions and the different stakeholders involved to deliver the Plan and take the destination forward. This approach is supported by VisitBritain and VisitEngland as an essential tool further supporting Government policy, encouraging destination organisations to become focussed and efficient.

Alternative Options considered and rejected at the time of the decision

None

Is this a Key Decision?

Yes – Reference Number: I022665

Does the call-in procedure apply?

No

Declarations of interest (including details of any relevant dispensations issued by the Standards Committee)

The Mayor has declared an interest in this strategy and has delegated the decision to the Executive Lead for Tourism, Culture and Harbours (Councillor Amil) in accordance with paragraph 3(iv) of Schedule 5 – Delegation of Executive Functions.

Published

8 December 2016

Signed: _____
Executive Lead for Tourism, Harbour
and Culture

Date: 8 December 2016