

Meeting: Council

Date: 25 February 2016

Wards Affected: All Wards

Report Title: Options for the Sustainable Support of Tourism in Torbay

Is the decision a key decision? Yes – General Exception

When does the decision need to be implemented?

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1. Proposal and Introduction

- 1.1 The English Riviera Tourism Company (ERTC) is a wholly owned company of the Council and it is dependent on Council funding. In the Council's proposed revenue budget for 2016/17 there is no funding allocated for the ERTC. Consequently, in December 2015, the Council agreed to provide transitional funding to the ERTC for a maximum period of nine months from 1 April 2016 to 31 December 2016. The Council also resolved that the Executive Head of Business Services be requested to work with the Board of the ERTC and the Executive Lead for Tourism, Culture and Harbours to provide a report to Council with further advice on the options to deliver sustainable support for tourism that is funded by the private sector.
- 1.2 This paper sets out a recommended option for the sustainable support of tourism in Torbay following the recent 'No' vote for the proposed Torbay Retail and Tourism Business Improvement District (TRTBID), which had offered a funding solution.
- 1.3 It will be a key decision but it has not been published in the Forward Plan issued on 11 November 2015 e.g. three months before the decision is due to be taken as the Council only agreed to provide transitional funding on 10 December 2015. An entry has been included in the Forward Plan published on 6 January 2016. A General Exception notice was published on 22 January 2016 advising of the issue.
- 1.4 This report also sets out Council's intentions for the future of the ERTC, which will provide clarity to the tourism sector and employees of the company.

- 1.5 The Council has agreed to provide transitional funding but without a sufficient level of sustainable funding, beyond 31 December 2016, the ERTC will be unable to maintain the existing level of tourism destination marketing and visitor information services for the English Riviera.
- 1.6 The current position is that the ERTC are contracted by Torbay Council to provide Destination Marketing and Visitor Information Services both of which have been bought into by the 2016 Promotional Partners and these services can be delivered this calendar year.
- 1.7 A private sector led Business Improvement District has recently been launched by leaders within the tourism industry. This 'English Riviera Tourism Business Improvement District' (ERTBID) will offer the opportunity for a clear and viable option for the sustainable support of tourism in Torbay.
- 1.8 Tourism Business Improvement Districts (TBIDs) are now being developed in a number of areas, including other seaside resorts, as encouraged by Government. The development of a TBID, with support where possible from Torbay Council, will represent a progressive and sensible approach to future funding needs in the medium to long term, and would provide a sustainable future for tourism support in the Bay.
- 1.9 Support for tourism remains a discretionary spend by all local authorities across the country and the Council's revenue budget is under increasing pressure. Although the Council has not allocated any funding for the ERTC beyond the end of December 2016, it can still support, in principle, the private sector led 'English Riviera Tourism Business Improvement District' (ERTBID).

2. Reason for Proposal

- 2.1 In September 2014, the Council agreed to fund and support the development of a Torbay Retail and Tourism Business Improvement District (TRTBID) as an alternative sustainable funding model to provide ongoing retail and tourism destination marketing activity, including visitor information services. This proposed funding model is no longer available because the proposed TRTBID was not supported at a recent ballot.
- 2.2 The Council now needs to decide what option or options are appropriate in respect of the delivery of sustainable support for tourism in Torbay. This decision is required in a timeframe that will allow transitional arrangements to be implemented in relation to the services currently provided by the English Riviera Tourism Company (ERTC).

3. Proposed Decision

- 3.1 That the Council supports, in principle, the private sector led 'English Riviera Tourism Business Improvement District' (ERTBID).**

- 3.2 That, subject to a favourable business plan, the Executive Director of Operations and Finance be nominated to cast the Council's votes in favour of the 'English Riviera Tourism Business Improvement District' (ERTBID) at the time of the ballot.**
- 3.3 That, in the event of a 'Yes' vote for the proposed 'English Riviera Tourism Business Improvement District' (ERTBID), the Executive Director of Operations and Finance, in consultation with the Executive Lead for Tourism, Culture and Harbours, be instructed to :-**
- a) decommission the provision of Destination Tourism Marketing and Visitor Information Services from 1 January 2017, wind up the English Riviera Tourism Company (ERTC) and arrange for the transfer of Destination Tourism Marketing and Visitor Information Services to the new ERTBID Company;**
 - b) immediately establish an ERTC/ERTBID Project Transition Board, comprising of two Senior Officers, the Executive Lead for Tourism, Culture and Harbours and two Members from the Conservative Group and one Member from Liberal Democrat and one Member from the Independent Group, so that the Council's income and assets are properly considered in respect of the ERTC; and that the intellectual property rights of the English Riviera brand are safeguarded;**
 - c) allow the ERTC/ERTBID Project Transition Board to establish and facilitate the terms upon which the official ERTC brands and logos will transfer, under license, to the new ERTBID Company;**
 - d) provide Council support to facilitate the transfer of appropriate ERTC staff (including those in the Local Government Pension Scheme) to the new ERTBID Company;**
 - e) negotiate and sign the ERTBID Operating Agreement on behalf of the Council; and**
 - f) make an appropriate charge to the ERTBID Company each year for the duration of the ERTBID (5 years) to cover the Council's costs associated with collection of the ERTBID levy.**
- 3.4 That, in the event of a 'Yes' vote for the proposed 'English Riviera Tourism Business Improvement District' (ERTBID) the Council agrees to :-**
- a) allocate sufficient funds to meet the ERTBID levy liability, for any applicable Council owned properties, for the term of the ERTBID (5 years);**

- b) **provide a cash advance facility to the ERTBID Company, which will be returned once the ERTBID levy payments are received;**
- c) **delegate the approval of pension liability arrangements, including a possible guarantee, to the Chief Financial Officer in consultation with the Executive Lead for Tourism, Culture and Harbours and the Assistant Director of Corporate and Business Services;**
- d) **request that the Overview and Scrutiny Board keep an oversight of how well the new ERTBID Company is meeting its aims and objectives, especially in relation to the functions, which had previously been undertaken by the ERTC and any performance issues arising from the formal Operating Agreement; and**
- e) **recognise that the new ERTBID Company will take over responsibility for operating as the official Destination Marketing Organisation (DMO) for Torbay.**

3.5 That, in the event of a 'No' vote for the proposed 'English Riviera Tourism Business Improvement District' (ERTBID), the Executive Director of Operations and Finance, in consultation with the Executive Lead for Tourism, Culture and Harbours, be instructed to decommission the provision of Destination Tourism Marketing and Visitor Information Services from 1 January 2017 and wind up the English Riviera Tourism Company (ERTC).

Supporting Information

4. Position

- 4.1 The Council is expecting large budget cuts over the next three years and it has been recognised that, after March 2016, it needed to review the level of direct funding it provides in support of tourism activity. Consequently, on 6th November 2015 the Mayor's proposed budget for 2016/17 showed no allocated funding for the ERTC. In September 2014, the Council agreed to fund and support the development of a TRTBID as an alternative sustainable funding model to provide ongoing retail and tourism destination marketing activity, including visitor information services. This proposed funding model is no longer available because the proposed TRTBID was not supported at a recent ballot.
- 4.2 In the Mayor's budget proposals for 2016/17 the removal of revenue funding for the ERTC was based on the assumption that there would be a 'Yes' vote for the TRTBID. Consequently, in December 2015, the Council approved transitional funding for the ERTC for the period from 1st April 2016 to 31st December 2016. The Council's approval related to a reduced nine-month operational budget for the ERTC of £200,000, which was put forward by the ERTC executive. This decision addressed the immediate issue for the ERTC but the Council needs to review its

policy for supporting destination marketing and visitor information services in the longer term and its ability to continue to fund the ERTC.

- 4.3 The ERTC is an Arms Length Private Company limited by guarantee and owned by Torbay Council. It has been commissioned by the Council as a private sector led public/private tourism partnership to deliver tourism destination marketing and visitor information services for the English Riviera. The ERTC was set up following extensive industry consultation and was formed to fulfil a Services Contract, the term of which was six years and six months from 1st October 2010 until 31st March 2017. It is clear that the Board of the ERTC recognises the serious financial challenges being faced by the Council and they have worked with the Council to find options for a sustainable future for tourism in the Bay.
- 4.4 Prior to the set up of the ERTC, the Council was spending over a £1m each year on the promotion of tourism. The ERTC took a 30% cut on its foundation and since then the funding from the Council has been reducing steadily with the contribution in 2015/16 being £350k, of which £100k was 'transitional funding'. A further £250,000 will be saved from the Council's revenue budget by removing all further revenue funding to the ERTC in 2016/17.
- 4.5 The tourism industry has always been an important part of the economy of Torbay and the ERTC has clearly delivered some excellent results in recent years. However, to achieve their slimmed down operational budget, using the £200,000 of transitional funding, the ERTC has taken the following actions and ceased certain activity this year :-
- The Visitor Information Centre (Torquay) reduced to summer opening only
 - All brand development activity will cease
 - PR activity will not be funded (i.e. journalists, media, etc)
 - Market research will be reduced
 - No attendance at regional or national conferences
 - All campaign activity will cease
- 4.6 The Council's tourism strategy - 'Turning the Tide for Tourism in Torbay' - 2010 ~ 2015 is due for review/renewal in 2016. This key policy document, approved in 2010, makes it clear that "*moving forward Torbay Council will continue to support the industry for a minimum of 5 years*". The policy also refers to the need for significant investment from the public and private sector if the English Riviera is to continue to arrest the decline in the value of tourism. Furthermore the policy states that "*increased private sector investment will be needed moving forward to achieve the key objectives and in particular promote the destination effectively and attract new visitors*".
- 4.7 In January 2016 the South West Research Company were commissioned by the Torbay Development Agency (TDA) to distribute a short survey to understand how Torbay businesses valued the current tourism business support on offer in Torbay

and to see if there was an appetite amongst business to develop a Tourism only Business Improvement District (TBID).

4.8 A total of 166 completed questionnaires were received to an online survey although 11 surveys were discounted from the analysis as respondents had not left valid contact details or in some cases had submitted more than one questionnaire. The key findings are set out below :-

- 58% of businesses had voted in the recent Torbay Retail and Tourism Business Improvement District ballot (TRTBID), 37% did not vote and a further 5% preferred not to answer this question.
- 70% rated their understanding of a TBID as either 'very good' (36%) or 'good' (34%) with a further 19% rating it as 'average'. Just 11% rated their understanding of a TBID as 'poor' (6%) or 'very poor' 5%.
- 94% of businesses were aware of the requirement to pay a levy if a Tourism Business Improvement District (TBID) was formed and just 6% were not.
- Overall, 72% of businesses stated that they would support the development of a TBID in principle with a further 10% being unsure. The remaining 18% did not support the development.
- The top four tourism and destination marketing services valued by more than 70% of businesses in each case were; Destination website and national advertising (83% each), Destination Guide (74%) and Visitor Information Centre (71%). The lowest ranked services which were valued by less than 40% of businesses were; Tourism exhibitions (38%), Tourism conferences (35%), Customer service training (22%) and PR, media and TV activity (3%).
- In terms of marketing sources currently used; the English Riviera website and guide were used by the majority of respondents (74% and 71% respectively) and represent the most used sources by far.
- 88% of businesses felt that there is value in a co-ordinated approach to marketing Torbay, 6% did not and a further 6% did not know.

4.9 The survey results show clear support from the industry for a Tourism only Business Improvement District (72%) and this should provide the Council with confidence that the recently launched private sector led 'English Riviera Tourism Business Improvement District' (ERTBID) would be supported at the ballot.

4.10 A BID is a project developed in accordance with the Business Improvement District (England) Regulations 2004 within which businesses and other stakeholders contribute a levy determined by a prescribed formula, to create a fund to develop responses to impediments to growth, or to improve the trading environment in

which they operate. A TBID is broadly similar to a BID but it is designed to directly and specifically support the development of the tourism sector within a destination rather than a cluster of businesses that share a common trading environment. The scope of the work programme emerges through an in-depth consultation process that takes place before the ballot, between the TBID proposer, and those businesses and organisations that may have a stake in the TBID as beneficiaries of the increased business levels that the project aims to generate.

- 4.11 BIDs generally require all businesses within a specified area except where exemptions exist, to become levy payers. However, TBIDs are likely to define levy payers by the type of service they provide and the sector within which they operate. Conventional BIDs tend to operate within narrowly defined areas whereas TBIDs are likely to be more extensive and are defined by the levy payers' association with a particular destination brand or local DMO.
- 4.12 Successful TBIDs are private sector-led partnerships that closely involve supportive and proactive public sector partners. TBID proposers should work closely with the local authorities in the area to ensure that they become funding and/or delivery partners and provide strategic input. TBIDs will require effective management and leadership. They are likely to be established more readily where there already exists a mature DMO with a proven track record of operating as an independent and respected sector leader, and has in place the necessary governance structures to operate the project.
- 4.13 The definition of levy payers within a proposed TBID is based on an association with the tourism sector and this is more difficult than the more transparent definition by geographical boundary, which is the case with a conventional BID. It is understood that businesses in the following sectors will be included within the proposed ERTBID :-
- Public Houses
 - Public Conveniences
 - Marine
 - Language Schools
 - Transport
 - Food and Drink
 - Entertainment and Leisure
 - Conference
 - Communication
 - Car parking
 - Beach huts
 - Accommodation (Self Catering, Hotel, Guest Houses, Caravan Park, Camping, Holiday Units)
- 4.14 A number of leaders within the tourism industry in Torbay have started to hold meetings to share with other stakeholders their plans to develop a private sector led Tourism BID (Business Improvement District). The proposed new English

Riviera Tourism BID is to operate solely as a private sector led not for profit Destination Marketing Company. Its key objectives would be to:

- To deliver valued Destination Marketing activities
- Continue to grow year round day and staying visitors
- Maximise visitor spend to benefit the Torbay Economy
- Protect employment

- 4.15 The proposed new company led by the private sector will lead and take responsibility for marketing the official English Riviera brand regionally, nationally and internationally for both the leisure and business markets for the period of the BID's lifetime. This will initially be from 2017 to 2021 with further 5-year extensions an option through a re-ballot.
- 4.16 Key Destination Marketing activities managed by the new TBID Company will include those services recently highlighted as the most valued by Torbay Tourism Businesses including promotion and operation of the official web site, Destination Guide and Visitor Information service plus others to be determined through consultation.
- 4.17 The structure and total value of the TBID levy is yet to be finalised but it can be assumed that Torbay Council would be liable to a similar levy value as for the TRTBID. It is estimated that approximately £450k pa can be raised in total from the new TBID with close to 1000 businesses potentially liable to pay the levy including: accommodation, attractions, leisure, food and drink, transport, communications, beach huts, car parks etc. This level of funding is similar to the ERTC's operating budget for 2015/16. Retail is not being included.
- 4.18 Those behind the ERTBID campaign have recognised the importance of sustainable support for tourism and have stated - "that unless we all agree to work together and VOTE YES to set up a Torbay Tourism BID this summer, there will be no coordinated funding available to promote Torbay nationally and internationally for 2017 and beyond". They have also said that without an ERTBID, a range of current Destination Marketing activities undertaken by the ERTC, are all under threat of finishing at the end of this year.
- 4.19 Although the ERTBID campaign has only just begun there appears to be a growing number of ERTBID ambassadors and consultation meetings are planned in Torquay, Paignton and Brixham during February. An ERTBID Steering Group has been formed by the private sector and a campaign slogan has been agreed called "Promote Torbay".
- 4.20 The Council owns a range of properties within the proposed ERTBID area, which will therefore attract an applied levy. It is currently unclear what the levy percentage will be or if a banding approach is preferred by the emerging ERTBID but the Council's BID levy contribution is expected to be in the region of £38,000 per

annum. This figure will fluctuate throughout the BID period due to Council owned property becoming either vacant (additional charge) or leased out (reduction in charge). Each hereditament that is liable to pay the levy will have a vote. In respect of the council properties within the ERTBID area, the Council is asked to delegate authority to the Executive Director of Operations and Finance to complete and return the voting papers.

- 4.21 As part of any BID process, the Council is required to produce Baseline Service Statements that set out the current level of service provision within the ERTBID area for both statutory and non-statutory provision. These statements allow the ERTBID Company to understand the level of services currently in place so that it can provide services and projects that are additional. These statements are not legally binding but they do provide an outline of the commitment to provision of services in line with available funding.
- 4.22 Torbay Council will be the organisation responsible for collecting the ERTBID levy and will incur costs to administer the collection. It is expected that the Council will seek an annual fee from the ERTBID Company to cover these costs. However, in reality this charge will be negotiated as part of the Operating Agreement between the Council and the company. The Agreement will allow the charge to be reviewed each year throughout the life of the ERTBID.
- 4.23 In order that the ERTBID Company can deliver projects as set out in the ERTBID Business Plan, it is expected that the Council will be asked to provide the ERTBID Company with a cash advance to ensure that the ERTBID projects can start being delivered effectively from the earliest stage. The Council as levy collector will recoup this advance, at source, as it receives the ERTBID levy payments. The timing of the ERTBID collection will be set out as part of the Operating Agreement and the BID levy invoice will be sent out as a separate document to the Business Rates invoice.
- 4.24 Under the Business Improvement District Regulations (2004), Torbay Council will be deemed the relevant billing/invoicing authority. Consequently, the Council will be required to sign an Operating Agreement with the TRTBID. The agreement will require the TRTBID Company to produce a report for each Financial Year, which would give details such as the following:-
- a) the total income and expenditure of the BID levy;
 - b) other income and expenditure of the BID Company not being the BID levy;
 - c) a statement of actual and pending deficits; and
 - d) the various initiatives and schemes upon which the BID Company has expended the BID levy.
- 4.25 Also, within three months after the end of each Financial Year (for the duration of the Bid Term) the Council would normally provide an Annual Report to the BID Company and within one month from the date of receipt of the Annual Report in each financial year (for the duration of the Bid Term) the BID Company shall

provide a BID Company Report to the Council. These Regulations clearly imply that the Council has a degree of financial oversight for the BID Company and it can in fact instigate arrangements for the termination of a BID in line with a series of set criteria.

5. Possibilities and Options

5.1 Following the 'No' vote outcome of the Torbay Retail and Tourism Business Improvement District (TRTBID) ballot the ERTC board formed a Sustainable Tourism Sub Group to find options for a sustainable future for tourism in the Bay. At a meeting on 20 January 2016, the ERTC board agreed unanimously to accept the recommendation of the Sustainable Tourism Sub Group, which was to support and facilitate the campaign for a private sector led Tourism BID.

5.2 A number of options were considered by the ERTC's Sustainable Tourism Sub Group :-

Option 1

Move Destination Marketing back in house to be undertaken by Torbay Council. This was deemed unworkable as no budget was available and any funding that could be found in the future would most likely remain under continuous threat. This option was therefore thought to be unsustainable.

Option 2

Leave Destination Marketing to be funded voluntarily by the private sector. The Group thought that this option could result in fragmentation and duplication with several member associations and trade bodies being active but without any one body being in a strong position to make use of the official brand. This option was therefore thought to be unsustainable.

Option 3

Promote a Tourism Business Improvement District. This option would provide security for at least the next five years and would fund itself through levy income, with a workable budget of approximately £450,000 per year. Furthermore, it was thought likely that Torbay Council would agree that the BID Company could make use of the official brand. This option was therefore considered to be sustainable.

A do nothing option was also considered by the Sub Group but the outcomes were thought to be similar to Option 2.

5.3 An alternative funding solution that is used in some countries around the world is a 'bed tax'. Local authorities do not currently have the power to impose a 'bed tax' and this approach is unlikely to be proposed for England. TBIDs are not a form of 'bed tax', which are charged at the point of sale to each guest of accommodation providers.

- 5.4 The Council could choose to find funding from within the 2016/17 revenue budget, and beyond, but this will no doubt be challenging, as the current austerity measures are likely to see further budget cuts to local government. In addition, further public sector funding would indicate to the tourism sector that the Council will always be able to provide financial support and such a message will not help to facilitate a more sustainable funding model in the future.
- 5.5 Tourism support could be funded by the private sector through membership or partnership fees. This option could result in an unequal arrangement and a fragmented sector where some businesses pay and others do not. If Destination Marketing was funded in this way all businesses would benefit but with no compulsion for every business to pay into such a scheme.
- 5.6 The Council could retain the ERTC as a shell company ('mothballed or dormant') (owned and controlled by the Council either directly or as trading subsidiary of the Torbay Development Agency [TDA]) licensing its intellectual property as appropriate. It would be necessary to amend the existing Memorandum and Articles of Association in order to change the current governance structure. This option would cause significant uncertainty within the tourism sector with the probability of significant redundancies depending upon how the Council or TDA operated the company post transfer. In addition, the Board of the TDA has not considered this option.
- 5.7 The proposed ERTBID might offer the prospects of continued employment if the BID is managed by the ERTC or via TUPE if it was to be managed by a new ERTBID Company. (TUPE refers to the "Transfer of Undertakings (Protection of Employment) Regulations 2006" as amended by the "Collective Redundancies and Transfer of Undertakings (Protection of Employment) (Amendment) Regulations 2014")
- 5.8 Torbay Council has a current and ongoing liability (by guarantee) for historic pension liabilities for ERTC staff (because of the original TUPE transfer of a number of staff from Torbay Council to the ERTC). There are currently five full-time equivalent staff working for the ERTC and four of these are members of the Local Government Pension Scheme (LGPS), which is administered by Devon County Council, through Peninsula Pension Services (PPS). PPS have advised Torbay Council of the pension costs of the staff that could be the subject of a TUPE transfer from the ERTC to any new company, which are currently estimated to be £428,000 on a "full cessation" basis. The current and ongoing Torbay Council liability would be crystallised at the time of the transfer of the staff from the ERTC to another company and that company would then be responsible for future pension liabilities. The PPS advice confirms that any new company will be required to become the new admitted body in the LGPS and follow the usual admission agreement process, as part of becoming an Admitted Body, any new company as the employer will be wholly responsible for any future pension liabilities.

- 5.9 A number of tourism sector associations were consulted during the process of considering options to deliver sustainable support for tourism that is funded by the private sector. One of the associations came forward with a bid for Council funding but this was not considered to be a more sustainable option than a TBID. The majority of the trade bodies that were consulted were in support of a TBID.
- 5.10 A Coach Drivers Information Pack letter was received that showed a clear objection to further public sector funding of the ERTC and it also rejected the idea of any further BID ballots. Correspondence was also received from the Torbay Business Forum who confirmed that their executive group were unanimously in favour of a TBID as the way forward.

6. Risks

- 6.1 Uncertainty will be caused if the Council fails to make clear and sound decisions regarding the future of the ERTC. It is therefore necessary to explore, identify and agree the options available for the sustainable support of tourism in Torbay. The ERTC has been a highly successful organisation and it has enjoyed respect locally, regionally and nationally. A great number of local tourism businesses want to safeguard this success and enable the role to be sustained.
- 6.2 An independent and professional research agency undertook a Marketing Evaluation Report for the ERTC in 2014. One of the key points that can be learnt from the report is that the ERTC Destination Marketing Activity currently has a return on investment of £60 for every £1 invested by Promotional Partners. Based on this multiplier it is clear that there could be a significant risk to the Visitor Economy if options cannot be found for the sustainable support of tourism in the Torbay.
- 6.3 It is not possible to quantify the reputational risk to the Bay if options for the sustainable support of tourism are not identified and supported. However, if the Destination Marketing Organisation role of the South West's biggest seaside resort were not to be sustained, having achieved five years of consecutive visitor growth in terms of numbers and value, it is likely to send a negative message to the industry and to potential inward investors.
- 6.4 There are currently five full-time equivalent staff employed by the ERTC and if all the staff were to be made redundant, the cost would be approximately £25,000; however, this figure has been included within a draft budget prepared by the ERTC for the period 31 March to 31 December 2016.
- 6.5 As the ERTC is wholly owned by Torbay Council, the Council will be responsible for picking up any pension deficit on the cessation of the ERTC. A cessation valuation report for the ERTC has been obtained from the Devon County Council Pension Fund (the Fund) and this indicates that the deficit would be £428,000 on a "full cessation" basis and £284,000 on a "partial cessation" basis. The Council can cover this liability in several ways:

- a) providing a guarantee to the new company;
- b) adding the liability to the Council's overall pension liability (which will be funded from future employer contributions);
- c) making a cash payment to the pension fund; or
- d) a combination of the three options outlined above.

6.6 The ERTC currently lease both the Visitor Information Centre and Offices from the TDA, on Vaughan Parade, Torquay. A 12-month notice period is required to terminate and there is a financial risk to the TDA if new tenants cannot be found once the 12-month notice period has elapsed. If sustainable funding cannot be found for the ERTC, then the TDA, which has also been asked to make significant savings, is likely to lose or forego rental income during the notice period if new tenants cannot be found for these properties.

Risk Mitigation

- 6.7 The Council would try to redeploy staff at risk, either directly or through its trading subsidiaries, but the Council will remain responsible for any pension deficit where this is not possible. The TDA, for example, is responsible for providing the Council with strategic tourism advice; it also operates a business and a number of facilities, which might offer suitable alternative employment.
- 6.8 If an alternative funding model can be found prior to the end of 2016, any transitional funding not required by the ERTC would be returned to the Council and this has been estimated to be a refund of approximately £67,000.

Appendices

None

Background Documents

Devon County Council Pension Fund Report – '*English Riviera Tourism Company Indicative cessation valuation as at 31 March 2016*'.

Report to Council on 23rd July 2015 – '*The English Riviera Tourism Company (ERTC) and the proposed Torbay Retail and Tourism Business Improvement District (TRTBID)*'.

Report to Council on 10th December 2015 – '*Transitional Funding for the English Riviera Tourism Company*'.

Torbay Tourism Business Improvement District Survey – January 2016 (South West Research Company Ltd)

Introducing Tourism Business Improvement Districts in England - Published by the English Core Cities DMO Group and VisitEngland – December 2011

Establishing TBIDs in England: An Introduction - Published by the English Core Cities
DMO Group and VisitEngland – 2011