

Meeting: Policy Development and Decision Group (Joint Operations Team)/Council Meeting

Date: 9 October 2017/19 October 2017

Wards Affected: All Wards

Report Title: English Riviera Destination Management Plan 2017-2021

Is the decision a key decision? Yes

When does the decision need to be implemented? Immediately

Executive Lead Contact Details: Cllr Nicole Amil, Executive Lead for Tourism, Culture and Harbours, Nicole.amil@torbay.gov.uk

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1. Proposal and Introduction

1.1 TDA was commissioned by Torbay Council to develop a new Tourism Strategy, replacing the Turning the Tide 2010-2015 strategy. The new strategy developed into a wider Destination Management Plan (DMP) which is to be presented to Full Council on 19 October 2017 for adoption. The Council asked the TDA to:

- Identify the key issues facing the sector and establish a clear direction for the development of Torbay as a destination.
- Consider what is working and what needs to be changed.
- Provide direction on the role of the local authority, in the supply of tourism related infrastructure, services and amenities.
- Define the volume and value of tourism to Torbay.
- Outline the roles and structures governing tourism in the locality.
- Clearly articulate the vision for the future based on emerging trends.

1.2 The DMP sets the framework for the on-going development of Torbay as a tourism destination, and build upon the successes of the previous Strategy, Turning the Tide 2010-2015. The DMP is broader than simply a marketing plan and helps shape the future development of Torbay as a place.

1.3 The overall objectives of the DMP are to deliver a series of agreed key actions, in partnership with local stakeholders, to strengthen and develop the English Riviera's tourism offer by achieving the following:

- Increase year round growth in numbers for both UK Domestic and International visitors.
- Extension of the current season beyond the school holidays.
- Attraction of new International and UK visitors.
- Increase visitor spend.
- Attract investment and reinvestment into Torbay.
- Ensure sustainable delivery of marketing activity for the destination.
- Raise level of skills in the sector.

1.4 Research and consultation has highlighted six interconnected priorities for action. The DMP is an evidence-based document which sets out 6 priorities to aid the development of English Riviera visitor economy:

- Priority 1: Partnership Working
- Priority 2: Product Development
- Priority 3: Market Development and Communication
- Priority 4: Developing the Destination
- Priority 5: Visitor Experience
- Priority 6: Skills and Business Development

1.5 Each priority contains a number of actions, 27 in total. Each action has been allocated to a key stakeholder who will be responsible for the delivery of that action. These stakeholders will form the Destination Management Group which will be responsible for the delivery of the DMP.

1.6 The Visitor Economy is an important sector for Torbay. The Council and its partners will seek to use all opportunities to promote the alignment of the DMP with government strategies and the DMG could adapt actions based on changes in government policy.

2. Reason for Proposal

2.1 The English Riviera Destination Management Plan (DMP) 2017-2021 Pride in Place, sets the framework for the future development of tourism in Torbay. It is proposed that this new DMP will establish a shared approach between key stakeholders to effectively manage tourism as a whole for Torbay.

2.2 The DMP will focus collaborative effort, reduce duplication and maximise local investment, whilst making the most of available resources. This joint approach is supported by VisitBritain and VisitEngland as an essential tool further supporting Government policy and encouraging destination organisations to become focused and efficient. The DMP aligns with the Council's Corporate Plan, Town Centre Regeneration Programme and Economic Strategy.

3. Recommendation(s) / Proposed Decision

That the Executive Lead for Tourism, Culture and Harbours be recommended:

3.1 That the Council be recommended that the English Riviera Destination Management Plan 2017-2021 Pride in Place, as set out in Appendix 2 to the submitted report be adopted as a sub-strategy of the Torbay Economic Strategy.

Appendices

Appendix 1: Supporting Information and Impact Assessment

Appendix 2: English Riviera Destination Management Plan 2017-2021

Appendix 3: Evidence Base