

Torbay Destination Management Plan (DMP) Review

The new DMP sets out a clear vision and delivery approach for Torbay to continue to grow and remain competitive within a changing visitor economy. It focuses on maximising tourism opportunities through a collaborative, place-based and business-led approach, bringing together businesses, communities and partners to enhance the overall visitor offer in a sustainable and inclusive way.

The DMP provides a single strategic framework for managing Torbay as both a destination and a place, recognising the visitor economy as an important driver of employment, investment, culture and community wellbeing, and supporting its ambition as the UK's premier coastal destination.

Wards affected:	All Wards
Consultees:	Destination Management Group partners, businesses, key stakeholders, council officers, etc.
Means of Consultation:	The refreshed DMP has been codesigned through various engagement opportunities including interviews, workshops and a survey to gather feedback from businesses and key stakeholders. The refreshed DMP will also be going to formal public consultation.
Documents to be considered:	There are currently no documents published. All documents will normally be published at least five clear working days before the meeting. Where documents are not available five clear working days before the meeting, the documents will be published at the same time as they are made available to the decision maker.
Responsible Cabinet Member and Officer:	Cabinet Member for Tourism, Culture & Events and Corporate Services (Councillor Jacqueline Thomas) Director of Pride in Place (Alan Denby)
Link to targeted actions:	Community and People
Reason for inclusion in the Forward Plan:	Policy Framework
Decision Maker:	Cabinet Cabinet Council

Intended Decision Date:	21 Jul 2026 24 Nov 2026 10 Dec 2026
If you want to make representations contact:	EconomyTeam@torbay.gov.uk