

## **Record of Decisions**

### **Torbay Destination Management Plan (DMP) Review**

#### **Decision Taker**

Cabinet on 21 July 2026

#### **Decision**

That the refreshed Destination Management Plan (DMP) be launched for a minimum 6-week public consultation.

#### **Reason for the Decision**

The refreshed DMP delivery model strengthens leadership and governance through a place and business-led approach. This included the creation of a Visitor Economy Cluster to align priorities, maximise resources and delivery, and give the visitor economy a stronger voice in decision-making.

The DMP was also part of the Council's approved Policy Framework and was therefore, in accordance with Standing Order F4 – Budget and Policy Framework, subject to a consultation period of six weeks.

#### **Implementation**

This decision will be implemented immediately.

#### **Information**

To ensure Torbay continued to develop, remain competitive, and respond to an evolving marketplace, the DMP had been reviewed and refreshed. It focused on maximising Torbay's tourism growth potential through a collaborative, place-based and business-led approach, bringing together businesses, communities, and partners to enhance the visitor experience while embedding sustainable and inclusive practices, supporting its aim as the UK's premier coastal destination.

The DMP provided a single strategic framework for the development and management of Torbay as both a visitor destination and a place. It set out a collaborative blueprint to maximise Torbay's tourism potential requiring active stakeholder involvement to deliver a vibrant visitor economy that benefited residents and visitors alike. Whilst the English Riviera remained Torbay's visitor brand, the refreshed DMP adopted a place-based approach aligned with the Torbay Story and Corporate and Community Plan. It recognised the visitor economy not as a standalone sector but as a catalyst for wider place-based outcomes, including employment and skills, culture, investment, infrastructure development, and community pride and wellbeing.

At the meeting Councillor Jackie Thomas proposed and Councillor Bye seconded a motion that was agreed unanimously, as set out above.

#### **Alternative Options considered and rejected at the time of the decision**

The alternative option was to continue with the existing DMP, but the existing DMP was no longer fit for purpose and out of date, therefore this option was discounted.

**Is this a Key Decision?**

Yes

**Does the call-in procedure apply?**

No

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

None

**Published**

24 July 2026

Signed: \_\_\_\_\_ Date: \_\_\_\_\_  
Leader of Torbay Council on behalf of the Cabinet