

Record of Decisions

Torbay Destination Management Plan (DMP) Review

Decision Taker

Cabinet on 20 October 2026

Decision

That the Cabinet recommends to Council:

that the refreshed Destination Management Plan (DMP) 2026-2036, as set out in Appendix 1 to the submitted report, be approved and implemented through the proposed partnership-led delivery, governance and monitoring arrangements.

Reason for the Decision

The refreshed Plan provided an up-to-date strategic framework for Torbay's visitor economy, reflected consultation feedback and set out improved delivery, governance and partnership arrangements to support sustainable growth.

Implementation

The recommendation of the Cabinet will be considered at the Council meeting on 10 December 2026.

Information

The DMP 2026-2036 had been refreshed following consultation with stakeholders and partners. The DMP outlined the vision, priorities and delivery arrangements for the visitor economy over the next ten years and identified the contribution that tourism makes to Torbay's economy, employment and regeneration ambitions.

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

Alternative Options considered and rejected at the time of the decision

Continuing with the existing Destination Management Plan was rejected as it no longer fully reflected current market conditions, evidence, consultation feedback or the proposed governance arrangements.

Is this a Key Decision?

Yes – Reference Number: I115986

Does the call-in procedure apply?

No

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

None

Published

23 October 2026

Signed: _____ Date: _____
Leader of Torbay Council on behalf of the Cabinet