

## **Record of Decisions**

### **The English Riviera Destination Management Plan (DMP) Review**

#### **Decision Taker**

Cabinet on 24 May 2022.

#### **Decision**

That the draft English Riviera Destination Management Plan 2022-27, be approved for public consultation.

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

The Destination Management Plan 2022-2027 sets out the interventions that can help propel the English Riviera forward and ensures there is a planned approach to the recovery and growth of the visitor economy post Covid-19 and over the next five years.

#### **Implementation**

This decision will be implemented immediately.

#### **Information**

The Cabinet's approval was sought to launch public consultation on the reviewed English Riviera Destination Management Plan (DMP). The new Destination Management Plan 2022-27 sets out the vision and objectives, markets for growth, destination development, management, delivery model and action plan to take the destination forward.

At the meeting Councillor Long proposed and Councillor Morey 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**

An alternative option would be to continue with the existing plan, this option was discounted as the existing plan was no longer appropriate and out of date.

#### **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**

27 May 2022

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