

## **Record of Decisions**

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

#### **Decision Taker**

Cabinet on 30 August 2022.

#### **Decision**

- 1 That the Cabinet recommends to Council that the Destination Management Plan be approved as set out in Appendix 1 to the submitted report; and
- 2 That subject to the above, Cabinet approves the actions set out in the Destination Management Plan (that form an 'action plan') and that implementation of the action plan be monitored and reviewed annually by the Overview and Scrutiny Board.

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

The Destination Management Plan 2022-2030 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.

#### **Implementation**

The recommendation of the Cabinet will be considered at the Council meeting on 15 September 2022.

#### **Information**

The new Destination Management Plan 2022-30 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 Cowell 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be to continue with the existing plan, this option was discounted as the existing plan was no longer appropriate and out of date.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**

2 September 2022

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