

Cabinet Response to the recommendations of the Overview and Scrutiny Board – Terra Firma English Riviera Geopark Review

Recommendation 1:

That the Cabinet be recommended to review the signs for UNESCO English Riviera Geopark to ensure that they are up to date and fit for purpose and report back to the Board on any progress to implement this.

Response/Update:

Cabinet welcomes the recommendation and recognises the importance of ensuring that signage for the UNESCO English Riviera Geopark is up to date, visible and fit for purpose. Information has been provided by SWISCo in relation to the existing boundary signs, and this will help inform the review of current provision.

The Corporate Plan and supporting strategies such as the Destination Management Plan identify the importance of the designation to Torbay's identity, visitor economy and wider Pride in Place ambitions. Cabinet has therefore asked officers to review options to improve signage in support of raising awareness of the designation, while taking account of practical deliverability, costs and the potential impact of Local Government Reorganisation.