

Budget Proposals 2014/15 and 2015/16: Equality Impact Assessment (EIA): English Riviera Tourism Company

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Executive Lead(s):	Cllr Jeanette Richards (supported by Cllr Butt)	Date:	6th February 2014

The council and its partners are facing a significant challenge in the savings it needs to make over the next couple of years. This Equality Impact Assessment (EIA) has been developed as a tool to enable business units to fully consider the impact of their proposals on the community. As a council we need to ensure that we are able to deliver the savings that we need to make while mitigating against any negative or adverse impacts on particular groups across our communities.

This EIA will evidence that the Council have fully considered the impact of the proposed changes and has carried out appropriate consultation on those changes with the key stakeholders. This EIA and the evidence provided within it will allow Councillors to make informed decisions as part of the decision-making process regarding the council's budget.

Executive Lead / Head Sign off:

Executive Lead(s)	Cllr Jeanette Richards (supported by Cllr Butt)	Executive Head:	Sue Cheriton
Date:	6th February 2014	Date:	6th February 2014

Summary from Overall Budget Proposals:

Proposals – Outline	Savings for 2014/15 and 2015/16		Implementation Cost <i>Include brief outline + year incurred</i>	Delivery <i>When will this proposal realise income / savings</i>	Risks / impact of proposals <ul style="list-style-type: none"> • <i>Potential risks</i> • <i>Impact on community</i> • <i>Knock on impact to other agencies</i> 	Type of decision		
	Income £	Budget reduction £				Internal	Minor	Major
ERTC - Reduction in grant over two years to the English Riviera Tourism Company (ERTC)	0	100,000	Some redundancy payments may be incurred	£15k 2014/15 £85K 2015/16	There is the potential risk that this will reduce destination marketing and delivery of the visitor service information.			X

Section 1: Purpose of the proposal/strategy/decision

No	Question	Details
1.	Clearly set out the purpose of the proposal and what is the intended outcome.	It is proposed to reduce the Contract Commissioning Fee of £505,200 (2013/14) given to the English Riviera Tourism Company (ERTC) by £15,000 in 2014/15 and £85,000 in 2015/16
2.	Who is intended to benefit / who will be affected?	<ul style="list-style-type: none">• The ERTC Company and Board• ERTC promotional partners who rely on the ERTC to promote their business may be affected• Attractions may also be affected as people may not have the option of getting information from the traditional sources• Fewer enquiries will be able to be responded to via face to face, phone or email. So potential visitors may have a lesser service overall.• Potential visitors to the bay• Local residents who jobs rely directly or indirectly on the tourism industry and those who see this as vital to the general economy of the area

Section 2: Equalities, Consultation and Engagement

Torbay Council has a moral obligation as well as a duty under the Equality Act 2010 to eliminate discrimination, promote good relations and advance equality of opportunity between people who share a protected characteristic and people who do not.

The **Equalities, Consultation and Engagement** section ensures that, as a council, we take into account the Public Sector Equality Duty at an early stage and provide evidence to ensure that we fully consider the impact of our decisions/proposals on the Torbay community.

Evidence, Consultation and Engagement

No	Question	Details
3.	Have you considered the available evidence?	<p>Tourism Statistics for the English Riviera:</p> <p>National Statistics – 2012 for Torbay (Visit England) – latest available</p> <ol style="list-style-type: none">1. 2012 saw a 1% uplift in total visitors (trips) to the English Riviera compared to 0% for the whole of Devon2. 2012 saw a 16% uplift in total staying visitor spend to the English Riviera compared to 15% for the whole of Devon3. 2012 saw a 18% uplift in total overseas visitors to the English Riviera compared to 10% for the whole of Devon4. 2012 saw a 28% uplift in total day visits to the English Riviera compared to 9% for the whole of Devon <ul style="list-style-type: none">• Total direct value of tourism to Torbay in 2012 was: £427,870,000• Total indirect value of tourism to Torbay in 2012 was: £563,217,000• Total number of jobs provided by tourism in 2012 was: 12,020• 21% of the total population in 2012 were dependent on tourism for employment <p>There are a number of quarterly performance indicators that show that tourism across the bay is improving:</p>

No	Question	Details			
		Sample = 51 businesses on the monitor monthly			
		Indicator	2012/13	2013/14 (to date)	Notes
		Businesses who consider their business to be the same/better than the previous year	51%	75%	2013/14 up to Sept
		Businesses who reported turnover is the same of higher than the previous quarter last year	47%	92%	2013/14 up to Sept
		Attractions who reported their visitor number were the same or higher than previous year	71%	100%	2013/14 up to Sept
		Business confidence on future booking levels for the next quarter	38%	76%	2013/14 up to Sept
4.	<p>How will / have you consulted on the proposal?</p>	<p>The Director of Place and Resources has advised the ERTC's CEO, Chairman and Board Directors of the proposed reductions. Visit England has also been consulted by the ERTC.</p> <p>There were two consultations undertaken – one that was a general online and paper based questionnaire which asked local people directly whether the public supported the reduction to the ERTC budget.</p> <p>The second was an online survey emailed directly to the Promotional Partners (307 businesses that contribute to the ERTC through promotional activity) of the ERTC which identified all the functions carried out on their behalf to assess the value of the areas of service currently provided. This would inform the ERTC of which service they would reduce to meet the budget savings across both years.</p> <p>Both surveys took place between 10th December 2013 and 16th January 2014</p>			

No	Question	Details
5.	Outline the key findings	<p>On the general question on do you support the proposal to reduce the grant to the ERTC : 409 people responded:</p> <p>288 supported the reduction 90 did not support the reduction 31 provided no response</p> <p>95 people made specific comments relating to the proposal under the following themes</p> <ul style="list-style-type: none"> • Concerns that the reduction would affect tourism • That it was seen as a vital service • Reduction is too much • Thoughts it would have long term affect <p>The second questionnaire was sent to the 300+ Promotional Partners who support the ERTC. These partners are directly involved and benefit from the services provided by the ERTC.</p> <p>Only 74 responses were received although it is acknowledged that many of the smaller facilities are closed in the winter and many people may be away.</p> <p>Considering a number of services provided the most valuable to the responders were Destination Marketing functions (75%) and PR and Media Activity (39.1%).</p> <p>The provision of visitor information services were also considered important or very important by 40.5% of those respondents.</p> <p>The least important were developing skills and training including courses, industry support activity like advice conferencing and exhibitions. With market research valued by as many people as not. 52 of the 75 respondents participate in the 'How's Business Survey' each month which is a key indicator on the local market place. The value of the Agatha Christie Festival was considered of low importance and respondents were mixed in their comments on the impact directly for their businesses of this festival, but did acknowledge this was good for the wider economy of the bay.</p> <p>There was little appetite from the respondents to pay for services further or volunteer any time to support the service provision more than they are doing currently.</p> <p>There is a need to review the print and leaflets as some publications were considered not important.</p>

No	Question	Details
		<p>The Destination Guide and Web Site Services were considered the most important to the respondents in terms of Destination marketing activity with the spring campaign seen as the most important out of the seasonal campaigns that currently take place.</p> <p>The question of alternative options for funding through a Tourism Business Improvement District (TBID) or Bay wide BID (retail, tourism BID etc) were asked of the consultees. The results showed that the majority of respondents were in favour of a TBID and equal numbers were in support of a Bay wide BID. The comments suggested that those who were opposed to the BID option felt that different areas have different priorities.</p> <p>Please see appendix one for the report containing the consultation results.</p>
6.	<p>What amendments may be required as a result of the consultation?</p>	<p>There are no changes to the proposals as a result of the consultation but the ERTC has specified that following the survey results that it is likely destination marketing would see the greatest reduction to meet the reduction in the grant in 2015/16.</p>

Positive and Negative Equality Impacts

No	Question	Details		
7.	Identify the potential positive and negative impacts on specific groups			
		Positive Impact	Negative Impact	Neutral Impact
	Older or younger people		Loss of counter/phone Visitor Information Services (if this were to be removed) would impact on older people who do not have web access	
	People with caring responsibilities	No differential impact		
	People with a disability	No differential impact		
	Women or men	No differential impact		
	People who are black or from a minority ethnic background (BME)	No differential impact		
	Religion or belief (including lack of belief)	No differential impact		
	People who are lesbian, gay or bisexual	No differential impact		
	People who are transgendered	No differential impact		
	People who are in a marriage or civil partnership	No differential impact		
	Women who are pregnant / on maternity leave	No differential impact		
	Socio-economic impacts (Including impact on child poverty issues and deprivation)		18% of Torbay working population work in Tourism related businesses. If visitors reduce this may impact on income for families	
	Public Health impacts (How will your proposal impact on	No differential impact		

No	Question	Details
	the general health of the population of Torbay)	
8a.	Cumulative Impacts – Council wide (proposed changes elsewhere which might worsen the impacts identified above)	There are no other proposals within the budget which impact upon the ERTC directly.
8b.	Cumulative Impacts – Other public services (proposed changes elsewhere which might worsen the impacts identified above)	<p>The tourism economy could be affected by reduced services if no other income can be found to supplement the service or and services have to be reduced by the ERTC.</p> <p>The Council is the only public sector organisation that supports the ERTC, and therefore no other public sector proposals will impact upon them.</p>

Section 3: Mitigating action

No	Action	Details
9.	Summarise any negative impacts and how these will be managed?	<p>The tourism economy could be affected by reduced services if no other income can be found to supplement the service or and services have to be reduced by the ERTC.</p> <p>For the General Survey respondents there was a concern that income to businesses would be affected.</p> <p>We will monitor this by the How's Business monitor which is produced each month by South West Research on behalf of ERTC. Visit England measure the job allocation and value of tourism each year.</p> <p>Alternative provision or funding is being explored like sectorial tax incentives scheme.</p>

Section 4: Monitoring

No	Action	Details
10.	Outline plans to monitor the actual impact of your proposals	The Council does monitor the economy by the How's Business monitor which is produced each month by South west Research on behalf of ERTC. Visit England measure the job allocation and value of tourism each year. Feedback from the business community will also be considered and evaluated following any reductions in service.

Section 5: Recommended course of action –

No	Action	Outcome	Tick ✓	Reasons/justification for recommended action
11.	State a recommended course of action	Outcome 1: No major change required - EIA <i>has not identified any potential for adverse impact in relation to equalities and all opportunities to promote equality have been taken</i>	✓	<i>There are no additional impacts identified that had not already been considered. The impacts are considered to be balanced against all groups.</i>
		Outcome 2: Adjustments to remove barriers – <i>Action to remove the barriers identified in relation to equalities have been taken or actions identified to better promote equality</i>		
		Outcome 3: Continue with proposal - Despite <i>having identified some <u>potential</u> for adverse impact / missed opportunities in relation to equalities or to promote equality. Full justification required, especially in relation to equalities, in line with the duty to have 'due regard'.</i>		
		Outcome 4: Stop and rethink – EIA has <i>identified actual or potential unlawful discrimination in relation to equalities or adverse impact has been identified</i>		

Appendix One:

Consultation Data: English Riviera Tourism Company (ERTC) Service Evaluation

1. Torbay tourism industry businesses

1.1 Methodology

An online survey was developed which was supported by information about the proposal.

The online survey opened on the 14th December 2013 with a closing date of 15th January 2014.

A total of 74 responses were received.

Tables were constructed and percentages calculated using the overall number of questionnaires received (74) as the denominator unless otherwise stated.

1.2 Results

The following tables show the consultation results to a standard set of questions which were sent to Torbay tourism industry businesses for a response. The responses have been grouped into themes with examples of any comments made.

Tourism Strategy Development

Q1. The current adopted Tourism Strategy is titled “Turning the Tide for Tourism in Torbay”. Have you read the strategy?

	Number	Percent
No	17	23.0%
Yes	55	74.3%
No response	2	2.7%
Total	74	100%

Q2. If you have read it, do you support what the strategy is trying to achieve? (This question was only asked of those that said yes to Q1).

	Number	Percent
No	0	0%
Yes	55	74.3%
No response	19	25.7%
Total	74	100%

Q2a If you don't support the strategy, please tell us why.

No comments were received in response to this question.

ERTC Services

Q3. How important are the following ERTC Services to your business?

	Very important		Important		Neither important or unimportant		Unimportant		Not important at all		No response		Total	
	No	%	No	%	No	%	No	%	No	%	No	%	No	%
English Riviera Visitor Information Centre (counter service in central Torquay)	30	40.5%	31	41.8%	5	6.7%	1	1.3%	6	8.1%	1	1.3%	74	100%
English Riviera Destination Marketing (web site, social media and guide)	56	75.6%	14	18.9%	2	2.7%	1	1.3%	0	0.0%	1	1.3%	74	100%
Market Research (How's Business and Visitor Surveys)	13	17.5%	23	31.0%	30	40.5%	3	4.0%	4	5.4%	1	1.3%	74	100%
PR and Media Activity (Press Releases, Journalist Visits)	29	39.1%	24	32.0%	13	17.5%	4	5.4%	2	2.7%	2	2.7%	74	100%
Welcome English Riviera Training Programme	6	8.1%	15	20.2%	27	36.4%	16	21.6%	9	12.1%	1	1.3%	74	100%
Industry Support (Advice, Updates, Conferences, Networking, Exhibition)	18	24.3%	31	41.8%	13	17.5%	5	6.7%	6	8.1%	1	1.3%	74	100%
Delivery of the Agatha Christie Festival	18	24.3%	21	28.3%	22	29.7%	8	10.8%	4	5.4%	1	1.3%	74	100%

Visitor Information (English Riviera Visitor Information Centre)

Q4. If there were no counter service available in central Torquay, how do you believe this would affect your business?

Theme	Examples of comments
Negative	<p><i>"May badly impact the guest experience in the bay resulting in less returning guests."</i></p> <p><i>"It would reflect very badly on Torquay."</i></p> <p><i>"It would be unthinkable to have no counter service tourism is based on the personal touch and as my business is based on Torquay harbour I would say that during the summer season at large number of customers ask to be directed to tourist office for details of where to stay and what to do. Also very noticeable this year when office was closed on Sundays."</i></p>
Neutral	<p><i>"We already supply guests with visitor information. We organise days out for them, taxis, restaurants, theatres. We advise them of places to see and of activities coming up. We collect guests from both the coach and railway stations by arrangement. We cater for special dietary requirements, by prior arrangement. We pamper our guests in the same way as many of our colleagues do."</i></p> <p><i>"As we currently have good return visits from a lot of our guests, and our website seems to work very well at home and worldwide, to be honest the loss of a counter service would not affect us directly. Although I do appreciate that they do a good job with a lot of accommodation providers, and with visitor attractions."</i></p> <p><i>"Not much as we are in Paignton. Certainly our guests are unimpressed at losing their Tourist Info Centre in Paignton so no doubt a similar view will be felt if the Torquay branch were to close."</i></p>
Not much Impact	<p><i>"Would not make much impact"</i></p> <p><i>"I do not believe it would affect trade, we would however need to provide further information to guests about the local area, this would be manageable."</i></p>

Theme	Examples of comments
	<i>"Marginally but I suggest an e-platform system could replace it - strategically placed around the Bay with touch screen and intelligent interface system to allow visitors to easily access all the information required"</i>

Q5. Would you be willing to contribute to this service in any of the following ways? (Please tick as many as you like).

	Number	%	No response	%
Financially e.g. sponsorship, membership fee, annual donation	19	25.6%	55	74.32
As a volunteer e.g. assist in the office or on the counter at visitor information	12	16.2%	62	83.7%
Provide extended Visitor Information Service (providing a visitor information point within your business)	22	29.7%	52	70.2%
Other	6	8.1%	68	91.8%
Total				

*Respondents were allowed to choose more than one answer therefore this percentage is not applicable.

Q5a. Please tell us how you would be willing to contribute in other ways below.

Theme	Examples of comments
BID	<i>"Prepared to consider membership / support for the tourism BID"</i>
Rates	<i>"If we all had to pay a percentage of our rates to it"</i>
Website	<i>"Provide a link to my own website and feature the centre in our guest information packs"</i>

Visitor Information Literature

Q6a. How important are the following leaflets and visitor Information to your customers?

	Very important		Important		Neither important or unimportant		Unimportant		Not important at all		No response		Total	
	No	%	No	%	No	%	No	%	No	%	No	%	No	%
Free Tear off Maps	33	44.5%	26	35.1%	7	9.4%	4	5.4%	3	4.0%	1	1.3%	74	100%
Agatha Christie Leaflet	13	17.5%	23	31.0%	23	31.0%	7	9.4%	7	9.4%	1	1.3%	74	100%
Global Geopark Leaflet	5	6.7%	16	21.6%	34	45.9%	8	10.8%	9	12.1%	2	2.7%	74	100%
Events Leaflet	32	43.2%	23	31.0%	14	18.9%	1	1.3%	3	4.0%	1	1.3%	74	100%

Destination Marketing

The ERTC are responsible for marketing the English Riviera brand to grow visitor numbers to the destination and do this in a number of ways.

Q7. Please tell us how important the following are to your business?

	Very important		Important		Neither important or unimportant		Unimportant		Not important at all		No response		Total	
	No	%	No	%	No	%	No	%	No	%	No	%	No	%
The Official English Riviera Destination Guide	35	47.2%	30	41.1%	5	6.7%	2	2.7%	1	1.3%	1	1.3%	74	100%
The Official English Riviera Web Site	56	75.6%	16	21.9%	0	0.0%	0	0.0%	1	1.3%	1	1.3%	74	100%
The My Riviera App and Social Media	21	28.3%	34	46.6%	9	12.1%	6	8.1%	3	4.0%	1	1.3%	74	100%
Facebook	10	13.5%	23	31.1%	24	32.4%	5	6.7%	11	14.8%	1	1.3%	74	100%
YouTube	10	13.5%	18	24.3%	28	37.8%	5	6.7%	11	14.8%	2	2.7%	74	100%
Twitter	9	12.1%	18	24.3%	27	36.4%	9	12.1%	10	13.5%	1	1.3%	74	100%

Q8. How important is it to your business that the Official English Riviera Destination Guide is promoted nationally?

	Number	Percent
Very important	50	67.5%
Important	19	25.6%
Neither important or unimportant	2	2.7%
Unimportant	1	1.3%
Not important at all	1	1.3%
No response	1	1.3%
Total	74	100%

Q9. Does your business use the following? (Please tick as many as you like)

	No response	Percent	Number	Percent
ERTC Widgets on your website (What's On, Things To Do etc.)	49	66.2%	25	33.7%
ERTC Official Image Library	40	54.0%	34	45.9%
Total				

* Please note the % is calculated from 74 the total number of respondents therefore the total percentage is most applicable.

Seasonal Marketing Campaigns

Q10. Which is the most important season for the ERTC to assist your business with marketing campaigns?

	Number	Percent
Spring	38	51.3%
Summer	23	31.0%
Autumn	2	2.7%
Winter	7	9.4%
No response	4	5.40%
Total	74	100%

Q11. How important is the WE (Winter Escapes) campaign to your business?

	Number	Percent
Very important	8	10.81%
Important	17	22.97%
Neither important or unimportant	22	29.7%
Unimportant	14	18.91%
Not important at all	12	16.21%
No response	1	1.35%
Total	74	100%

Q12. If the Seasonal Marketing Campaigns were not available, what impact, if any, do you feel this would have on your business?

Theme	Examples of comments
Negative	<p><i>"lower trade in a difficult season"</i></p> <p><i>"Winter accommodation sales would become even more depressing!"</i></p> <p><i>"Huge impact as we are open all year and rely totally on guests staying as our income as we don't have a pension or other jobs."</i></p>
Neutral	<p><i>"Not sure as I have no idea of whether my guests have seen them or been influenced to book by seeing them."</i></p> <p><i>"Not aware of the Winter Escapes campaign"</i></p> <p><i>"Hard to tell to be honest as it is hard to assess their effectiveness. The summer months are normally fine as long as the weather plays its part however the shoulder months I find make or break your season. If there is more focus on attracting visitors throughout the year I think this is key to the success of all Torbay businesses, not just accommodation providers."</i></p>
Not at all	<p><i>"I think that it is more important to get Torbay on the National weather map. To report news stories good or not so good on T.V. and radio as well as within the National press. Beyond that visitors will look at Trip Advisor and other similar sites to find accommodation within the resort area during the Spring and</i></p>

Theme	Examples of comments
	<p><i>Summer. Like most seaside resorts Torbay is very quiet in the late Autumn and Winter."</i></p> <p><i>"We are closed for 2-3 months in the winter when we take a break and renovate rooms so winter marketing does us no good. What we really want is many more reasons for visitors to come in the spring, Feb, March April and May and autumn, Oct and Nov. Visitors must have a compelling reason for coming here so marketing campaigns are not much good without more attractions that do not rely on sunshine."</i></p> <p><i>"Very little. At the moment virtually all of our winter business (such as it is) is people visiting friends /family or people coming for work. We really need to get away from "turkey and tinsel" and "cheap deals" and give other visitors a good reason to come during the winter with some major events. E.g. a walking festival in January/February."</i></p>

Market Research

Q13. Does your business take part in the monthly How's Business Survey?

	Number	Percent
No	20	27.02%
Yes	52	70.27%
No response	2	2.70%
Total	74	100%

Q14. How important is it for you to understand how your business is performing?

	Number	Percent
Very important	36	48.64%
Important	27	36.48%
Neither important or unimportant	8	10.81%
Unimportant	0	0.00%
Not important at all	2	2.70%
No response	1	1.35%
Total	74	100%

Q15. How important is it to your business in being able to access Market Research and Intelligence Data?

	Number	Percent
Very important	14	18.9%
Important	22	39.7%
Neither important or unimportant	28	37.8%
Unimportant	5	6.7%
Not important at all	4	5.4%
No response	1	1.3%
Total	74	100%

Q16. Have you ever accessed Market Research data from the ERTC to assist you with your own Business Development?

	Number	Percent
No	58	78.37%
Yes	13	17.56%
No response	3	4.05%
Total	74	100%

Q17. If yes, please tell us how this information was used.

Theme	Examples of comments
Performance management	<i>"We use the data to bench mark against other businesses and to help make decisions when it comes to special offers at different points of the year etc. It has also been vital in helping us make decisions about increasing investment in our business."</i>
Promotion	<i>"Deciding on out of season campaigns."</i>
Strategic planning	<i>"To help in guest targeting/segmentation strategy."</i>

Skills and Training

Q18. Has your business attended any ERTC training?

	Number	Percent
No	48	64.8%
Yes	25	33.7%
No response	1	1.3%
Total	74	100%

Q19. Has your business taken part in the Welcome English Riviera Customer Service Course?

	Number	Percent
No	10	13.5%
Yes	15	20.2%
No response	49	66.2%
Total	74	100%

Q20. How important is it to you that the ERTC provides relevant Training Programmes?

	Number	Percent
Very important	4	5.4%
Important	13	17.5%
Neither important or unimportant	36	48.6%
Unimportant	8	10.8%
Not important at all	12	16.2%
No response	1	1.35%
Total	74	100%

Q21. Would your business be prepared to pay for your staff to attend specific Tourism Training Programmes? (E.g. Welcome Riviera course £40)

	Number	Percent
No	46	62.1%
Yes	24	32.4%
No response	4	5.4%
Total	74	100%

Q22. Are there any particular Training Courses that you would like to see the ERTC offer, please tell us which below?

Theme	Examples of comments
Marketing	<i>"Accounting and web site design"</i> <i>"Social media marketing"</i>
Accommodation and hospitality courses	<i>"hospitality sales: Housekeeping, Food and Hygiene - all the basic accommodation and hospitality courses"</i>
Don't employ staff	<i>"Have no staff "</i> <i>"We can't afford staff".</i>

Industry Support

Q23. Do you attend the ERTC Industry Updates?

	Number	Percent
No	23	31.0%
Yes	50	67.5%
No response	1	1.3%
Total	74	100%

Q24. How important are these updates to your business?

	Number	Percent
Very important	4	5.4%
Important	13	17.5%
Neither important or unimportant	36	48.6%
Unimportant	8	10.8%
Not important at all	12	16.2%
No response	1	1.3%
Total	74	100%

Q25. Would you be prepared to pay to attend these events? (In the region of £50 to £100 per delegate)

	Number	Percent
No	62	83.7%
Yes	10	13.5%
No response	2	2.7%
Total	74	100%

Q26. Do you attend the annual Tourism Exhibition in the spring?

	Number	Percent
No	18	24.3%
Yes	55	74.3%
No response	1	1.3%
Total	74	100%

Q27. How important is this event to your business?

	Number	Percent
Very important	14	18.9%
Important	21	28.3%
Neither important or unimportant	31	41.8%
Unimportant	5	6.7%
Not important at all	2	2.7%
No response	1	1.3%
Total	74	100%

Q28. Do you receive the ERTC Industry Newsletters?

	Number	Percent
No	11	17.1%
Yes	62	83.7%
No response	1	1.3%
Total	74	100%

Q29. If yes, how useful do you find the Industry Newsletters?

	Number	Percent
Very useful	7	9.4%
Useful	42	57.5%
Neither useful or not useful	13	17.8%
Not useful	0	0.0%
Not useful at all	0	0.0%
No response	12	16.2%
Total	74	100%

Q30. Have you visited the ERTC's Promotional Partner web site?

	Number	Percent
No	27	36.4%
Yes	46	62.1%
No response	1	1.3%
Total	74	100%

Q31. If yes, how useful did you find the site?

	Number	Percent
Very useful	8	10.8%
Useful	28	37.8%
Neither useful or not useful	9	12.1%
Not useful	1	1.3%
Not useful at all	0	0.0%
No response	28	37.8%
Total	74	100%

Agatha Christie Festival

Q32. Do you feel your business benefits from the Agatha Christie Festival?

	Number	Percent
No	39	52.7%
Yes	33	44.5%
No response	2	2.7%
Total	74	100

Q33. If the Agatha Christie Festival were to stop, what impact, if any, do you feel this would this have on your business?

Theme	Examples of comments
Negative	<p><i>"Detrimental to bookings and international awareness."</i></p> <p><i>"A lot of people attend specifically for the Agatha Christie week. We would lose about 75% of bookings for that week. "</i></p> <p><i>"Reduced bookings and income."</i></p>
Neutral	<p><i>"Honestly we have had guests make trips to see the house etc at all times of year but never had anyone book specifically for the festival."</i></p> <p><i>"Again, difficult to judge. Although we do not benefit, the whole area does benefit ."</i></p> <p><i>"Not dependant on it "</i></p>
None at all	<p><i>"Very minimal impact."</i></p> <p><i>"None at all. Agatha is clearly a draw to Torquay but seems to happen all year round. We have never had any guests staying during Agatha week that mention the festival "</i></p> <p><i>"Nil, although it would be sad since anything that promotes the area must be of indirect benefit."</i></p>

Future Funding

The ERTC are exploring the opportunities that could be presented by developing a TBID across Torbay to generate increased funds to market the English Riviera as a year round destination. This would mean that all tourism businesses (accommodation, attractions, and activities) would be asked to contribute an additional levy on their Business Rates. This is yet to be decided but the levy is typically 1.5% annually.

Q34. Would you in principle support this new initiative of a TBID?

	Number	Percent
No	26	35.1%
Yes	45	60.8%
No response	3	4.0%
Total	74	100%

Q35. Please tell us why you have answered yes / no to question Q34.

Theme	Examples of comments
In support	<p><i>"It would be good to be able to extend the season."</i></p> <p><i>"It might encourage attractions / activity providers to stay open all year round and so provide better opportunities for the guests we have staying with us."</i></p> <p><i>"Yes with reservations. There would need to be some sort of guarantee that a fair proportion of the monies raised in Paignton and Brixham would go to promoting those towns and not just all going to support initiatives in Torquay. There is already (rightly or wrongly) a perception that areas outside of Torquay do not get a fair share of existing available resources. Unless addressed I fear that a Bay wide TBID would not be supported. "</i></p>
Neutral	<p><i>"We are not based in Torbay but just outside the area, therefore would not benefit from TBID - we are happy to continue to pay for Membership as it is an important tool in our marketing strategy."</i></p> <p><i>"The devil will be in the detail i.e. the cost and outcomes of such a venture, but ERTC activities need to be maintained if Torbay</i></p>

Theme	Examples of comments
	<p><i>is going to continue to grow as a tourist destination. "</i></p> <p><i>"thank heavens I'm registered as a private house, so don't pay commercial business rates, so feel it would be unfair to say either way."</i></p>
Not in support	<p><i>"our rates are excessive already, I cannot justify a further increase"</i></p> <p><i>"We are only a B & B and times are hard enough with overheads and we only trade ~March till Oct and do not trade in the winter due to the high heating costs etc. As do a lot of local B & Bs. So we would not benefit from year round trade hence we would be funding the larger hotels who do stay open doing turkey and tinsel etc."</i></p> <p><i>"Can't afford any more costs."</i></p>

Q36. Would you in principle support a Bay Wide Business Improvement District?

	Number	Percent
No	35	47.2%
Yes	32	43.2%
No response	7	9.4%
Total	74	100%

Q37. Please tell us why you have answered yes / no to question Q36

Theme	Examples of comments
In support	<p><i>"It would bring new ventures to Torbay."</i></p> <p><i>"Anything that would increase tourism to The Bay!"</i></p> <p><i>"Again, certain areas of the bay lack investment, A bay wide project would allow a balanced approach to support the wide range of business which exists through the tourist industry."</i></p>
Neutral	<p><i>"I think the different areas of Torbay have different priorities and it would be difficult to bring together improvement ideas that please businesses in all areas."</i></p> <p><i>"Unsure. I think Paignton may suffer and not get its fair share. Apart from the play park which is great for children, our trade however is mainly 40 - 80 year olds!! The only developments we seem to see are 3 new accommodation providers with a fourth on its way(oldway) coming into the town causing the smaller hotels/b & b loss of trade and more price wars to try and compete with their prices."</i></p> <p><i>"Support in principle but concerned about the lack of support for the Traditional English Bed and Breakfast. We have a lot of Swiss Guests and they really appreciate the personal attention and homely feel of a small guest house, as well as the authenticity of these kind of establishments. The standard of a small guest House can be as good or even better then a Brand Hotel. An English Bed and Breakfast is a brand in itself. Naturally, the accommodation needs to be clean, comfortable and up to date."</i></p>
Not in support	<p><i>"I prefer to spend my money marketing my own business rather than paying so that others may benefit."</i></p> <p><i>"I do not feel that the ERTC has done anything for my business."</i></p> <p><i>"The areas of the bay are different - each with its own character - I would not support a "one deal fits all" solution. In addition many of the holiday businesses are not in a single area or belt and the bay would benefit from attracting an assortment of businesses so that more locals work for a living and so increase the councils revenues rather than expenditure."</i></p>

2. Feedback from correspondence

In total 8 Emails and written letters were received. In summary the representations made addressed the following:

Theme	Examples of comments
<p>In Support of the ERTC</p>	<ul style="list-style-type: none"> • <i>"In support of the ERTC without their input we would undoubtedly see a decline in the number of visitors."</i> • <i>"This would lead to lower secondary spend in the area and almost certainly a reduction in the number of people we could afford to employ, and this in turn would have a negative impact on the economy of Torbay itself."</i> • <i>"Tourism in Torbay and Torquay is vital to the prosperity of the bay and that the local population and local service benefit from the income and employment tourism brings with it."</i> • <i>"The Council should provide practical resources and support for any bids for 3rd party money to assist with the regeneration of the area and tourism... after all it is our main asset!"</i> • <i>"ERTC seems to have unified the tourism industry in Torbay. It also seems to have been effective, has the support of notable attractions in the bay, together with the support of a number of associations in the bay and seems to have a very effective board of directors."</i> • <i>"I am against any cuts in the ERTC Budget as their fantastic work is of great benefit to the bay and employment."</i> • <i>"The parks need to be cared for, the beaches kept clean and the huts repainted. We need to entice more holidaymakers to Torquay, not more homeless people. The hotels and B & B's employ many unskilled and lower paid workers, who would otherwise be unemployed; they use local builders and tradesmen, and send guests to the restaurants and attractions. The hotels bring money into the area. We have supported the ERTC's work, and have been pleased with their tireless work to raise Torquay's profile as a tourist destination."</i>

Theme	Examples of comments
	<ul style="list-style-type: none"><li data-bbox="544 282 1326 456">• <i>"Reducing the spend on the ERTC is not in the best interests of the economy of the Bay due to the high number of jobs both direct and indirect that are linked to a successful ERTC and hence Torbay tourism"</i><li data-bbox="544 506 1390 645">• <i>"Large cuts to the ERTC budget will mean the company will cease to exist. And with the ERTC, a number of tourism businesses will not survive, the economy will worsen and unemployment will inevitably rise."</i>

3. **Mayor's Budget Consultation Results:**

3.1 **Methodology**

A questionnaire was produced and was distributed, in hard copy, to all Connections offices and libraries – this was open to all members of the public to complete.

An online version was made available on the Torbay Council website on 22nd November. The questionnaire was advertised via posters and the local media. The survey had a closing date of 16th January 2014. A total of 409 responses have been received.

The following question was asked within this questionnaire regarding the ERTC Proposal:

Grant to English Riviera Tourism Company

It is proposed to reduce the grant to the English Riviera Tourism Company by £15,000 in 2014/15 and £85,000 in 2015/16. This is expected to save £100,000 over two years.

Do you support this proposal?	Number	Percent
Yes	288	70.4
No	90	22.0
No response	31	7.6
Total	409	100.0

95 respondents made comments related to the proposal. These have been summarised into themes below:

Category	Examples of comments – where respondents said ‘No’ above
<p>Will affect tourism</p>	<p><i>“You need tourism to bring in more money and the tourist needs to be nurtured for them to want to come back.”</i></p> <p><i>“Tourism is an essential part of Torbay’s economy and needs to be supported.”</i></p> <p><i>“Torbay relies on tourism for a large amount of its income. We should be doing what we can to promote Torbay as a holiday destination, the cost of this should outweigh the expenses.”</i></p> <p><i>“Tourism is the life blood of the bay, without an efficient and well run tourist company tourist numbers might drop... having negative effects on the well being of the area.”</i></p>
<p>Vital service</p>	<p><i>“The ERTC provides vital services to enhance the Bay’s tourist trade.”</i></p> <p><i>“The ERTC has been enormously successful in improving tourism in Torbay and should be supported in order to continue.”</i></p> <p><i>“Tourism is vital to Torbay’s economy. Many businesses rely on it. Jobs rely on it. Tourism is our main economy provider and with no marketing, tourism will decline and unemployment will rise.”</i></p>
<p>Other</p>	<p><i>“I agree in a reduction but not so extreme.”</i></p> <p><i>“Short term economies for a much greater loss in the long term...”</i></p>