

Title: English Riviera Tourism Company Budget Cut to £0

Statement:

We the undersigned petition the council to The council must not cut the ERTC's budget by £415,000 to £0, whilst keeping the Riviera International Conference Center (RICC) budget at £549,000 only being cut by £30,000 from £579,000.

Justification:

We need to continue to promote Torbay otherwise there will be no need to have a Conference Center as nobody will even know it exists. With other areas of the country such as Bournemouth, Yorkshire etc investing in marketing their areas, we will loose out. An area needs a permanent point of presence in advertising so that when people think of going away they immediately recall seeing or hearing about Torbay, and thus book to stay here. The tourism industry is made up of lots of small, medium and large businesses who all promote themselves, but we need a central marketing strategy and company that markets the area, benefiting not only Accommodation providers, but attractions, restaurants, pubs, the retail sector and other industries bay wide. To do away with the budget of the ERTC and stop marketing the bay will have a detrimental affect on all sectors, affecting jobs and inward investment. No developer will want to spend money in an area that doesn't even want to promote it's self. (Show truncated justification text)

Submitted by: Stuart Lewton, The Commodore, 14 Esplanade Road, Paignton, Devon, TQ4 6EB

Status: Completed - 187 Signatures

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