

DRAFT - Supporting Information and Impact Assessment

Service / Policy:	Tourism Marketing
Executive Lead:	Cllr Nicole Amil
Director / Assistant Director:	Anne-Marie Bond

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Section 1: Background Information

1.	<p>What is the proposal / issue?</p> <p>This proposal is to cease the funding to the English Riviera Tourism Company (ERTC) subject to a 'Yes' vote for the proposed Torbay Retail and Tourism Business Improvement District (TRTBID) taking place in November 2015.</p> <p>The 'Destination Tourism Marketing' and Visitor Information Services currently provided by the ERTC will be carried out by the TRTBID in the event of a 'Yes' vote.</p>
2.	<p>What is the current situation?</p> <p>The English Riviera Tourism Company is currently a wholly owned company of the Council to which funding is being provided, with the contribution in 2015/16 being £350k.</p> <p>In September 2014, the Council agreed to fund and support the development of a TRTBID as an alternative sustainable funding model to provide ongoing retail and tourism destination marketing activity, including visitor information services.</p> <p>The establishment of the TRTBID is subject to a ballot which will take place throughout November 2015.</p> <p>In the event of a yes vote for the proposed TRTBID the ERTC will be decommissioned with the provision of destination and tourism marketing and visitor information services being transferred to the new TRTBID company.</p>
3.	<p>What options have been considered?</p> <p><i>The options set out below were contained in a full report to Council in July 2015.</i></p>

	<p><u>Option 1</u> To allow the ERTC to continue to operate without providing any direct financial support. Alternatively, the Council could find funding from the 2016/17 revenue budget and beyond, but this will be challenging, as the current austerity policy is likely to see further budget cuts to local government.</p> <p><u>Option 2</u> To not fund tourism and allow the private sector to fund directly through membership or partnership fees – but this could result in an unequal arrangement where some businesses pay and others do not. If Destination Marketing was funded in this way all businesses would benefit but with no compulsion for every business to pay into this scheme.</p> <p><u>Option 3</u> The Council could retain the ERTC as a shell company ('mothballed or dormant') (owned and controlled by the Council either directly or as trading subsidiary of the TDA) licensing its intellectual property as appropriate. It would be necessary to amend the existing Memorandum and Articles of Association in order to change the current governance structure.</p> <p><u>Option 4</u> The new TRTBID could commission the existing ERTC to continue to provide tourism destination marketing and visitor information services for the English Riviera under a contractual arrangement.</p>
4.	<p>How does this proposal support the ambitions and principles of the Corporate Plan 2015-19?</p> <p>It supports the ambition for a Prosperous Torbay as it seeks to ensure that the retail and tourism sectors work together in a collaborative partnership.</p> <p>This represents an exciting new model of service delivery that will allow the Council to exert influence but also save money. It therefore clearly embraces the following two principles:</p> <ul style="list-style-type: none"> • Use reducing resources to best effect • Integrated and joined up approach
5.	<p>Who will be affected by this proposal and who do you need to consult with?</p> <p>Consultation has taken place with the following stakeholders through either face-to face meetings or circulation of a draft version of this report :-</p> <ul style="list-style-type: none"> • The English Riviera Tourism Company (ERTC) and staff

	<ul style="list-style-type: none">• Torbay Town Centres Company (TTCC)• The Chair of the multi-stakeholder Task Group set up by the Council to progress the proposed Torbay Retail & Tourism Business Improvement District (TRTBID)• The Mayor and his associated Executive Leads• A number of cross-party representative Councillors• The Council's Senior Leadership Team• The Mosaic Partnership• Overview and Scrutiny Board <p>The establishment of the TRTBID is subject to a ballot which will take place throughout November 2015.</p>
6.	How will you propose to consult? See section 5 above.