

Key Decision Required	No	In the Forward Plan	No
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CABINET

14 SEPTEMBER 2018

REFERENCE REPORT FROM RESOURCES AND SERVICES OVERVIEW AND SCRUTINY COMMITTEE OF 30 JULY 2018

A.1 TOURISM STRATEGY

(Report prepared by Ian Ford)

BACKGROUND

At the meeting of the Resources and Services Overview and Scrutiny Committee held on 30 July 2018 (Minute 22 refers) the Head of Sport and Leisure (Mike Carran) attended the meeting and gave an update to the Committee on the production of a new District wide Tourism Strategy.

The update touched on the following:-

- (i) that the Strategy was due to be produced by October 2018;
- (ii) the ever closer working relationships with the private sector and the voluntary sector (such as on successful initiatives like Love Clacton and the Coastal Communities Group) and the lessons to be taken into the Strategy; and
- (iii) new models for marketing and promoting tourism and the importance of "Local Pride" in tourism within the District.

Mr Carran then outlined to the Committee the nine key focuses of the new Strategy, namely:-

- (1) Two tier focus on Events;
- (2) Council's role in facilitating as well as leading on Events;
- (3) Tourism promotion;
- (4) Digital marketing;
- (5) Increasing sector confidence for example through increasing investment;
- (6) Developing the seafront offer;
- (7) Developing the heritage offer for example the Mayflower 400 project;
- (8) Partnership working; and
- (9) Promoting the district for outdoor activity.

The Corporate Director (Operational Services) (Paul Price) then addressed the

Committee and emphasised that tourism was a fast moving, agile economy and that this had not been taken into account in the previous Tourism Strategy (2010-16). The private sector had not been involved in the formulation of that Strategy. The Strategy had not focused on the visitor economy from within the District as well as that from outside the District. In the new Strategy there was a greater emphasis on the Council's role of facilitation.

COMMITTEE RECOMMENDATIONS TO CABINET

Having considered and discussed the information provided it was:-

RESOLVED that this Committee recommends to Cabinet that –

- (a) the parish and town councils within the District be included as part of the consultation process on the emerging Tourism Strategy; and
- (b) in view of the fact that tourism generates £372million income for the District, additional funding be allocated to the Tourism Section within the Operational Services department in order to ensure that it is fully resourced.

Cabinet is now asked to consider the recommendations of the Resources and Services Overview and Scrutiny Committee.

PORTFOLIO HOLDER'S COMMENTS AND RECOMMENDATIONS TO CABINET

Comments

The Leisure and Tourism Portfolio Holder thanks the Resources and Services Overview and Scrutiny Committee for its consideration and its recommendations and comments as follows:-

“In respect of recommendation (a), I support the proposal that the parish and town councils within the District be included as part of the consultation process on the emerging Tourism Strategy; and

In respect of recommendation (b), I will discuss this with the Finance and Corporate Resources Portfolio Holder, the Corporate Director (Operational Services and the Head of Finance, Revenues and Benefits as part of the budget setting process.”

Recommendations to Cabinet

- (a) That Cabinet notes the Resources and Services Overview and Scrutiny Committee's recommendations; and

(b) That the parish and town councils within the District be included, in due course, as part of the consultation process on the emerging Tourism Strategy.