

Bolsover

Executive

1st April 2019

Tourism and Town Centre Officer Post

Report of the Portfolio Holder - Town Centre Renewal, Media & Marketing

This report is public

Purpose of the Report

- To create a Tourism and Town Centre Officer post within the Economic Development Team initially for a fixed term of 2 years.

1 Report Details

- 1.1 Bolsover District Council (BDC) is developing its brand and has begun a number of initiatives to achieve this. The development and launch of BDC TV and the creation of town centre leaflets to promote the four town centres are helping to promote the District.
- 1.2 With the recognition of the importance of tourism and the heritage offer within the Bolsover District and the links to the growth agenda, it is appropriate and timely that the Council increases its tourism function and resource. Bolsover is a tourist destination both at district level and also within the broader context of Derbyshire and the East Midlands.
- 1.3 The District has a rich environmental and cultural heritage with 7 nationally important Sites of Special Scientific Interest, 15 Regionally Important Geological Sites, 2 local nature reserves, 380 listed buildings and 28 conservation areas. In addition there are significant green infrastructure areas adjoining the District.
- 1.4 Key attractions within the District include Bolsover Castle, Hardwick Hall and Creswell Crags, which are the main draws for a large percentage of visitors within the District
- 1.5 Currently the Council has a Service Level Agreement (SLA) with Chesterfield Borough Council (CBC) to deliver a number of tourism functions on its behalf. The total cost to the Council under the SLA is £8,000. This includes the delivery of the joint work plan and a contribution towards the cost of the Destination Management System licence fees (used by the Tourist Board), data input, the Visit Chesterfield website and running costs of Chesterfield Visitor Information Centre (VIC).
- 1.6 Although the District is a tourism destination with significant heritage assets it is considered that the current visitor offer is fragmented. Individual attractions are

stronger draws for visitors than the area itself and there are limited opportunities for spend outside of the key visitor attractions. Whilst the towns are working market towns, welcoming visiting friends and relatives, tourism is not the primary focus for any of them. This could be a missed opportunity, especially for Bolsover Town, owing to its proximity to two of the three main attractions.

- 1.7 The creation of a Tourism and Town Centre Officer post would help to deliver the Council's aspirations for a more focused and effective tourism offer. The post holder would be required to:
- Develop and deliver a tourism strategy and action plan, working with Town and Parish Councils
 - Develop and promote a programme of events to increase footfall in the town centres
 - Develop, manage, review and promote visitor information
 - Prepare funding submissions for projects including local, regional and national funding schemes
 - Identify and manage funding and sponsorship opportunities and tourism initiative's with the private and voluntary sectors
- 1.8 A draft job description is attached at Appendix 1. The Tourism and Town Centre Officer would work closely with the Communications Team. This is to ensure that the branding work already being completed is enhanced and there is a One Council approach to the tourism function.

2 Conclusions and Reasons for Recommendation

- 2.1 Bolsover has notable tourism sites of environmental, heritage and cultural significance that generate substantial visitor trips every year. The economic impact from tourism is not being sufficiently maximised and there are opportunities to improve the current offer and join up services to increase spending power of visitors to the District. Creating a 2 year fixed term Tourism and Town Centre Officer post will enable the Council to develop and deliver its aspirations to enhance the tourism offer across the Bolsover District.

3 Consultation and Equality Impact

- 3.1 As part of this review, members of the Strategic Alliance Management Team have been consulted along with the Portfolio Holder for Town Centre Renewal, Media and Marketing.
- 3.2 There are no equalities issues raised by this report.

4 Alternative Options and Reasons for Rejection

- 4.1 To do nothing has been rejected as this will not address the challenges or maximise the opportunities for the Bolsover District.

5 Implications

5.1 Finance and Risk Implications

- 5.1.1 The finance implication to the Council will be the introduction of the new post on the Council's establishment. Whilst the post has not yet been formally evaluated under the Council's job evaluation scheme, it is anticipated that the post will be paid at grade 7 (currently £27,245 to £29,770 pa) plus on-costs. The post will be subject to the normal annual pay award.
- 5.1.2 The post will be funded through the transformation reserve for the two years that this report covers.

5.2 Legal Implications including Data Protection

- 5.2.1 There are no legal or data protection implications arising directly from this report.

5.3 Human Resources Implications

- 5.3.1 The post will fall within the Economic Development Team and will be recruited to in accordance with the Council's recruitment policy. The salary implications are covered in paragraph 5.1.1 of this report.

6 Recommendations

- 6.1 That Executive note the contents of the report.
- 6.2 That Executive requests the Chief Executive Officer exercises his delegated powers to add the post of Tourism and Town Centre Officer within the Economic Development Team to the Council's establishment for a fixed term of 2 years to be funded through the transformation reserve.

7 Decision Information

Is the decision a Key Decision? A Key Decision is an executive decision which has a significant impact on two or more District wards or which results in income or expenditure to the Council above the following thresholds: <i>BDC: Revenue - £75,000 x</i> <i> Capital - £150,000 □</i> <i>NEDDC: Revenue - £100,000 □</i> <i> Capital - £250,000 □</i> <input checked="" type="checkbox"/> <i>Please indicate which threshold applies</i>	No
Is the decision subject to Call-In? (Only Key Decisions are subject to Call-In)	No
Has the relevant Portfolio Holder been informed	Yes
District Wards Affected	All indirectly
Links to Corporate Plan priorities or Policy Framework	All

8 Document Information

Appendix No	Title
1	Job Description and Person Specification
Background Papers (These are unpublished works which have been relied on to a material extent when preparing the report. They must be listed in the section below. If the report is going to Cabinet (NEDDC) or Executive (BDC) you must provide copies of the background papers)	
Report Author	Contact Number
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Report Reference –