

Bolsover District Council

Growth Scrutiny Committee

17th February 2021

Draft Tourism Strategy – Revised Consultation Draft

Report of the Assistant Director of Development

This report is public

Purpose of the Report

- To provide an update on the emerging Tourism Strategy

1 Report Details

- 1.1 The Council has a Corporate Target to improve Tourism by working with partners to grow the visitor economy, the number of tourists and the amount of tourism spending in the District by 2023. The Draft Strategy (attached) sets out how we will achieve those objectives
- 1.2 The Strategy has already been presented to Scrutiny Committee in July and amendments have been made to take into account comments made by the committee (shown in the appendix with a response) and other factual updates.
- 1.3 The Strategy includes a new chapter looking at Accessible Tourism in the district. A survey by Visit England in 2018 found that £116 Million would be generated per year if each person with an impairment took a domestic holiday.
- 1.4 There is a clear role for the District Council to help promote awareness of accessibility issues so that not only will the district become more accessible but the local visitor economy can also benefit. The Strategy suggests a series of actions to help achieve this.
- 1.5 Whilst the Covid pandemic is still disrupting the visitor economy our final draft strategy is still relevant because of the likely focus on ‘staycations’ over the next 12 months, and of the pent up demand to visit relatives and friends and enjoy days out.
- 1.6 It is intended that the Strategy will be a living document and updated periodically as and when new information is found.

2 Conclusions and Reasons for Recommendation

- 2.1 This report and appendix has outlined amendments to the Tourism Strategy since July 2020.

- 2.2 It is recommended that this report and the attached draft Tourism Strategy should be considered for review and feedback from the committee prior to consideration by executive.

3 Consultation and Equality Impact

- 3.1 Targeted consultation took place during the first two weeks of February 2021 where members of the Culture and Tourism partnership group, neighbouring authorities and visitor economy businesses on the Council's mailing list were invited to comment. The strategy has also been placed on Ask Derbyshire. Updates on consultation responses received and further changes proposed will be made at the Committee.
- 3.2 The strategy itself does not raise any equality impact issues. It is noted that there is a new Accessible Tourism Chapter.

4 Alternative Options and Reasons for Rejection

- 4.1 An alternative option was to not produce a Tourism Strategy but this option would not help to review activity to promote tourism in the district.

5 Implications

5.1 Finance and Risk Implications

- 5.1.1 None

5.2 Legal Implications including Data Protection

- 5.2.1 None

5.3 Human Resources Implications

- 5.3.1 Some of the actions in the Action Plan will fall to the Tourism and Town Centres Officer to action, and can be resourced.

6 Recommendations

- 6.1 That Committee Members review the draft Strategy in accordance with their role as outlined at Part 2, Article 6.2(v) and Part 3.6 (14) of the Scrutiny functions within the Constitution.
- 6.2 That Committee Members provide feedback as part of the consultation process for the draft Strategy prior to submission to Executive.

7 Decision Information

<p>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: BDC: Revenue - £75,000 <input type="checkbox"/> Capital - £150,000 <input type="checkbox"/> NEDDC: Revenue - £100,000 <input type="checkbox"/> Capital - £250,000 <input type="checkbox"/> <input checked="" type="checkbox"/> Please indicate which threshold applies</p>	No
<p>Is the decision subject to Call-In? (Only Key Decisions are subject to Call-In)</p>	No
<p>Has the relevant Portfolio Holder been informed</p>	No
<p>District Wards Affected</p>	All
<p>Links to Corporate Plan priorities or Policy Framework</p>	All

8 Document Information

Appendix No	Title
1	Draft Bolsover District Tourism Strategy
2	July Scrutiny Comments
<p>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)</p>	
Report Author	Contact Number
Jonathan Hendy	2326