

**Bolsover District Council**

**Executive**

**22 March 2021**

<b>Tourism Strategy</b>
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**Report of the Portfolio Holder for Economic Development**

This report is public

**Purpose of the Report**

To consider and adopt the Tourism Strategy for the district.

**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 Strategy (attached) sets out how we will achieve those objectives.
- 1.2 The Strategy has already been presented to Scrutiny Committee in July 2020 and February 2021 and amendments have been made to take into account comments made by that committee, other factual updates and consultation responses. A new chapter on accessible tourism in the district has been added.
- 1.3 The main objective of the Strategy is to seek to increase overnight stays and more visitor spend and to encourage residents to be ambassadors for the district to encourage more visits from friends and relatives.
- 1.4 To help achieve the strategy the Council needs to work alongside its partners to:
  - improve the overall visitor economy offer;
  - improve the accommodation offer;
  - maximise our marketing potential;
  - improve visitor economy business engagement.
- 1.5 Actions include making the most of the district's excellent accessibility, as a central part of a wider area to enhance its attractiveness as a short break destination.
- 1.6 In these respects, the Tourism Strategy and its associated actions aimed at promoting the district as a short break destination will help the visitor economy

in the district to recover from the impacts of the coronavirus pandemic and associated restrictions.

## **2 Conclusions and Reasons for Recommendation**

- 2.1 National trends indicate a growing demand for short breaks, and whilst the Covid pandemic is still disrupting the visitor economy the Tourism Strategy is 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.
- 2.2 The Strategy will help kick start the visitor economy following relaxation of restrictions and help us achieve the Council's ambitions by promoting the District and encouraging overnight stays. Therefore, it is recommended that tourism Strategy is adopted.
- 2.3 However, it is intended that the Strategy will be a living document and updated periodically with new information. Therefore, it is recommended that the Portfolio Holder for Regeneration is authorised to update the Strategy.

## **3 Consultation and Equality Impact**

- 3.1 In preparing this Strategy consultation took place on two occasions in March 2020 and again in February 2021. The comments received have been considered and most have resulted in amendments to the document.
- 3.2 The Tourism Strategy does not impact on any protected group in a disproportionate way. A chapter on 'Accessible Tourism' looks at how we can improve tourism as experienced by those people with disabilities.

## **4 Alternative Options and Reasons for Rejection**

- 4.1 To not produce a Tourism Strategy would mean initiatives to improve Tourism and the visitor economy could come forward in a disjointed and ad-hoc manner, without an overriding strategic direction.

## **5 Implications**

### **5.1 Finance and Risk Implications**

- 5.1.1 There are no financial implications arising directly from adoption of the tourism strategy but further consideration will need to be given to the delivery of its actions and the associated impacts on staffing, marketing and the cost of information updates and further publications.
- 5.1.2 There still remains an element of uncertainty in terms of how strongly the visitor economy will recover from the effects of the pandemic and the economic restrictions imposed, in terms of, if and when businesses re-open. There is a risk therefore that the Strategy's actions may need to be delayed.

## 5.2 Legal Implications including Data Protection

5.2.1 None

## 5.3 Human Resources Implications

5.3.1 The two year period for a Tourism and Town Centre Officer Post ends in August 2021 and further consideration will need to be given to how the Actions listed in the Action Plan are resourced.

## 6 Recommendations

6.1 It is recommended that

- 1) The Draft Tourism Strategy is adopted.
- 2) Officers are authorised to amend the final appearance and layout for the Tourism Strategy prior to publication in liaison with the portfolio holder for Economic Development; and
- 3) Officers are authorised to make amendments to the Strategy in liaison with the portfolio holder for economic development as appropriate or required.

## 7 Decision Information

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

Appendix No	Title
1	Tourism Strategy
<b>Background Papers</b> (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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