

**Meeting of Local Growth Scrutiny Committee on 1<sup>st</sup> August 2023**

**Update on the Draft Bolsover District Area Tourism Strategy and Action Plan  
2023-2025**

**Report of the Portfolio Holder for Growth**

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| <b>Classification</b>  | This report is public   |
| <b>Report By</b>       | Cllr John Ritchie<br>Portfolio Holder for Growth  |
| <b>Contact Officer</b> | Therasa Garrod – <a href="#">Tourism &amp; Place Manager</a><br><a href="tel:01246242566">Tel. 01246 242566</a><br><a href="mailto:therasa.garrod@bolsover.gov.uk">therasa.garrod@bolsover.gov.uk</a> |

**PURPOSE OF REPORT**

The purpose of this report is:

- To provide Members with an update on the Council’s Draft Tourism Strategy and Action Plan; and
- To consider any comments or amendments from Scrutiny prior to the Strategy and Action Plan being formally approved.

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**REPORT DETAILS**

**1. Background**

- 1.1 Bolsover District Council’s Tourism Strategy focussed on how the Development Directorate prioritise the work of the Tourism and Place Manager to grow and unlock the potential of the local visitor economy and to achieve the Council’s Growth Strategy ambition: ***To become a dynamic, self-sufficient and flexible Council that delivers excellent services, whilst adapting to local aspirations and acting as the economic and environmental driver for Bolsover District.***
- 1.2 The Tourism Strategy and Action Plan considers the Council’s economic related priority to: **Promote the District and work with partners to increase tourism.**
- 1.3 The Draft Tourism Strategy is attached to this report as Appendix A.
- 1.4 The Draft Tourism Strategy Action Plan, details how the priorities will be delivered through various workstream areas and is attached to this report as Appendix B.

## **2. Details of Strategy and Action Plan**

2.1 The strategy highlights the background to the local tourism sector, provides a strategic context against key policy documents, reviews the progress of the previous Tourism Strategy, highlights the importance of understanding our sector and how we measure our success and performance. Key drivers for growth are highlighted as: building on our heritage assets, town centre growth and events, digital marketing, importance of data to drive our growth potential and through greater collaboration with our stakeholders.

2.2 Following two workshop events with stakeholders the previous tourism priorities for the District were considered against current and future priorities. From these priorities stakeholders were then asked to consider their top 5 priorities to be taken forward as key priorities within the strategy. The vision of the Tourism Strategy is:

**“To create a vibrant tourism sector by encouraging all tourism stakeholders to work collaboratively to improve business resilience and to grow the value of tourism to the economy of the Bolsover area.”**

With 5 Strategic Priorities to:

- Create a sense of place and growing Bolsover’s economy
- Build business resilience through collaboration and skills
- Develop the district as a family friendly destination
- Create a stronger events offer
- Develop a strong marketing proposition for the district.

2.3 With the appointment of the new Tourism and Place Manager, the Tourism Strategy and Action Plan will be delivered considering the strategic fit with our wider council priorities and Place Management agenda, and in partnership with our tourism and place stakeholders.

## **3. Reasons for Recommendation**

3.1 The Local Growth Scrutiny is provided with updates on the Tourism Strategy and Action Plan to ensure appropriate progress is being made on the Council’s corporate priorities and to provide feedback or support where necessary to enable officers and Members to work together to achieve the Council’s ambitions.

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

4.1 The alternative is not to progress with an update of the strategy, but then we would have an out-of-date strategy reflective of a pre-COVID Tourism Strategy.

4.2 As per the Council’s agreed approval processes, the draft Strategy and Action Plan must be reviewed via Scrutiny prior to approval by Executive/Council.

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## **RECOMMENDATION(S)**

1. Members to review the report and provide feedback on the draft strategy and action plan to then enable the documents to be approved.

Approved by Councillor John Ritchie Portfolio Holder for Growth

### **IMPLICATIONS.**

**Finance and Risk:**            Yes             No

**Details:** A number of projects and proposals in the Action Plan are dependent upon tourism stakeholders working together, the risk being that partners priorities may change over time as a result of internal/external influences and so the action plan may need to evolve. Financially the growth of the sector will be reliant upon inward investment and external funding/grants. Funding for the destination website and business support workshops will be funded through the UK Shared Prosperity Fund that has been approved and secured.

**Legal (including Data Protection):**            Yes             No

**Details:** The Tourism Strategy and Action Plan does not in itself have any legal or data protection implications other than the destination website will hold business details and may gather visitor details. The gathering of information will be compliant with the District's Data Protection Strategy 2020.

**Environment:**

Please identify (if applicable) how this proposal/report will help the Authority meet its carbon neutral target or enhance the environment.

**Details:** Sustainable travel and active travel are mentioned in the strategy. We will work with partners to encourage active travel and the use of public transport indirectly in all our campaigns and will support business to improve their carbon footprint and environmental considerations.

**Staffing:**            Yes             No

**Details:** The Tourism Strategy and Action Plan does not have any staffing implications with the recent appointment of the Tourism and Place Manager.

On behalf of the Head of Paid Service

## DECISION INFORMATION

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| <p><b>Is the decision a Key Decision?</b><br/> 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:</p> <p><b>Revenue - £75,000</b> <input type="checkbox"/> <b>Capital - £150,000</b> <input type="checkbox"/><br/> <input checked="" type="checkbox"/> <i>Please indicate which threshold applies</i></p> | No |
| <p><b>Is the decision subject to Call-In?</b><br/> <i>(Only Key Decisions are subject to Call-In)</i></p>  | No |

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|---|--|
| <p><b>District Wards Significantly Affected</b></p>   | <p>(please state which wards or state All if all wards are affected)</p> <p>All wards affected</p> |
| <p><b>Consultation:</b><br/> <b>Leader / Deputy Leader</b> <input type="checkbox"/> <b>Executive</b> <input type="checkbox"/><br/> <b>SLT</b> <input type="checkbox"/> <b>Relevant Service Manager</b> <input type="checkbox"/><br/> <b>Members</b> <input type="checkbox"/> <b>Public</b> <input type="checkbox"/> <b>Other</b> <input type="checkbox"/></p> | <p>Details:</p>  |

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| <p><b>Links to Council Ambition: Customers, Economy and Environment.</b></p>   |
| <p>As noted in the report, the Tourism Strategy and associated action plan is closely linked to achieving the Council’s ambitions and economic priorities.</p> <p>Delivery of the action plan will also have a positive impact for our customers, the economy and the environment.</p> |

| DOCUMENT INFORMATION |  |
|----------------------|--|
| Appendix No          | Title  |
| 1                    | Draft Bolsover District Tourism Strategy 2023-2025 |
| 2                    | Draft Bolsover District Action Plan 2023           |

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| <p><b>Background Papers</b><br/> <i>(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 Executive, you must provide copies of the background papers).</i></p> |
| <p>None</p>  |