

Bolsover District Council

Meeting of the Local Growth Scrutiny Committee on Monday 29 April 2024

Update on Tourism Strategy

Report of the Portfolio Holder for Growth

Classification	This report is Public
Report By	Natalie Etches – Head of Business Growth Dragonfly Management (Bolsover) Limited

PURPOSE/SUMMARY OF REPORT

- To update Members of the Local Growth Scrutiny Committee on the work done to date in developing a Tourism Strategy and understanding the opportunity for alignment with wider opportunities to unlock the growth potential of the area.
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REPORT DETAILS

1. Background

- 1.1 Bolsover District Council's Draft Tourism Strategy 2023 sets out the priorities to grow the visitor economy sector. The strategy was drafted with key stakeholders in the sector through dedicated workshops.
- 1.2 The strategic priorities of the draft strategy are focussed on five priority areas:
- 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.
- 1.3 With the Tourism Strategy drafted, the authority then created a new role to replace the previous Tourism Officer role with a Tourism and Place Manager. The new role has a wider area of responsibility to develop the tourism sector alongside a wider place agenda; therefore an opportunity has arisen to align the growth of the visitor economy within a wider place context.

2 **Details of Proposal or Information**

- 2.1 'Place' is increasingly recognised as an important factor in the success of a destination for visitors (both local and from further afield) to enjoy, spend time and money, and want to return to again and again. The alignment of the place agenda to the Tourism priority creates a myriad of opportunity to develop the area as a great place to visit, live, work and be educated.
- 2.2 The district's 'place' has a range of attractions and landmarks, culture, conservation and heritage, and trails and cycleways throughout the area. For the area to thrive as a tourism destination and a place where people want to come back to again and again, it is vital we make it attractive to visitors, residents, and businesses alike in order to maximise the economic impact for the area longer term.
- 2.3 It is also important to recognise that place is crucial to tourism through the social interaction and exchanges which take place – tourism facilitates social interaction between people and visitors get to learn about and better understand the local area from those who live and work there. It is important that when these interactions take place, they are positive and reestablish the offer the district has.
- 2.4 Therefore, to ensure that the alignment of Place and Tourism is successful, a company called Thinkingplace have been contracted through the Tourism and Culture UKSPF allocation (2023/24) to develop a new positive place narrative and reposition the area through a new positive place led narrative and place leadership programme. The narrative will be supported through a brand, visuals, and storyboard and will be promoted through a new website and social media platforms.
- 2.5 The High Street TaskForce, through a recent Place Making Workshop for Bolsover Town and led by the Institute of Place and led by Professor Steve Millington, identified the quick wins for Bolsover looking at a holistic place led approach. The identified quick wins align to the role that tourism, place and arts/culture all have in unlocking the growth potential of the town.
- 2.6 Finally, the Economic Development team are now leading a regular update with Leisure Services and the Partnership Team to ensure there is coordinated alignment of priorities and projects that will add value to the wider place programme and ensure sustainability and added value; reinforcing the need to align tourism with a wider place and arts/cultural agenda.
- 2.7 Work is underway to refresh and revise the draft Tourism Strategy priorities and incorporate into a wider Place Strategy to align the Council's wider arts/culture, visitor economy and place agendas under one comprehensive strategy and action plan, led by the Tourism and Place Manager. The strategy will form the focus of the new Place programme that will be delivered through a new Place Board.

3. Reasons for Recommendation

- 3.1 Maximise opportunities for unlocking economic growth through aligning the arts/culture, tourism and place priorities through a dedicated Place Strategy. The Place Strategy will set out the ambition and objectives for a 10-year period, aligned to the Corporate Plan and defining a clear action plan to achieve through both the Council and the Place Programme led by the Bolsover Place Board.

4 Alternative Options and Reasons for Rejection

- 4.1 The report is for information only. There are no alternative options for consideration.

RECOMMENDATION(S)

1. That members of the Scrutiny Committee note the update report.

Approved by Councillor John Ritchie Portfolio Holder for Growth

IMPLICATIONS:

Finance and Risk: Yes No

Details: There are no financial implications arising directly from this report
On behalf of the Section 151 Officer

Legal (including Data Protection): Yes No

Details: There are no legal implication arising from this report
On behalf of the Solicitor to the Council

Environment:

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

Details: None, at this stage it is a draft strategy update

Staffing: Yes No

Details: There are no staffing implications arising from this report

On behalf of the Head of Paid Service

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

<p>District Wards Significantly Affected</p>	<p>(please state which wards or state All if all wards are affected)</p> <p>District wide</p>
<p>Consultation: Leader / Deputy Leader <input type="checkbox"/> Executive <input type="checkbox"/> SLT <input type="checkbox"/> Relevant Service Manager <input type="checkbox"/> Members <input type="checkbox"/> Public <input type="checkbox"/> Other <input type="checkbox"/></p>	<p>Details: None</p>

<p>Links to Council Ambition: Customers, Economy and Environment.</p>

DOCUMENT INFORMATION	
Appendix No	Title

<p>Background Papers</p>
<p><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>