



Cabinet 17 March 2010

Report of the Policy Development Committee: Tourism and Visitor Strategy (Mar10/07)

1. On 10 March 2010 the Committee was presented with a Tourism and Visitor Strategy which was intended to give a clear direction to the Council's Tourism Service. A Working Group had developed an action plan highlighting a number of objectives, and the Strategy prioritised these objectives and focused on their delivery.
2. The Strategy also gave an overview of the current tourism sector and how it contributed to the local economy, as well as the strategic context in which it operated.
3. Councillor Oliver, who had been part of the officer/member working group which formulated the Strategy, presented the Strategy to the Committee. He explained that the Council had two roles when it came to tourism, as a facilitator and a publicist. He drew Members' attention to the statistics in the report, which further illustrated the importance of tourism to an area. He took Members through the Action Plan, attached to the Strategy, in detail and also explained that the East of England had the third highest visitor numbers in England, and this Strategy would help us to make the most of that fact in our own part of the area.
4. The Committee discussed the Strategy, focusing in particular on opportunities for publicity, signposting from main routes to the towns and other places of interest in the Borough, and advertisement of overnight accommodation.
5. The Committee **RECOMMENDS** that:-
 - (i) **the Tourism and Visitor Strategy, as set out in Report A544, be agreed and adopted;**
 - (i) **the Action Plan, appended as Annex A to the Strategy, be agreed and adopted;**
 - (iii) **the priorities within the Action Plan be agreed; and**
 - (iv) **any minor typographical, factual and/or grammatical changes to the final document be agreed by the Head of Leisure, in consultation with the Portfolio Holder for Economy and Asset Management.**

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