

North East Derbyshire District Council

Growth Scrutiny Committee

27 September 2018

Purpose of Report

To consider the report below that was recently considered at Cabinet on 5 September 2018.

North East Derbyshire District Council

Cabinet

5 September 2018

Lead Officer Response, in conjunction with the Portfolio Holder, into the Scrutiny Review on Tourism and Growth

Report of Councillor G Baxter MBE, Leader of the Council and Portfolio Holder for Corporate Strategy & Transformation

This report is public

Purpose of the Report

- That Cabinet note the content of the report and approve the action plan attached at **Appendix 1**.

1 Report Details

- 1.1 This report details the response to the findings of the Tourism Scrutiny Review presented to Cabinet on 9th May 2018 and provides details, within the action plan at Appendix 1, to address each of the recommendations within the report.
- 1.2 The Growth Scrutiny Committee agreed to undertake a review of Tourism as part of its work programme for 2017/18.
- 1.3 The review aimed to:-
 - Review what the Councils overarching strategy for Tourism and Growth is and whether it is being achieved.
 - Understand the Districts existing delivery arrangements for Tourism.

- Consider whether the Council is getting value for money from current arrangements.
- Understand the economic benefits which will accrue from growth relating to the Tourism Strategy.
- Understand the scale of Tourism in North East Derbyshire.
- Identify any areas for improvement.

1.4 The Review Panel met on five occasions and considered a variety of information to gain an understanding of the subject area. The Review Panel interviewed key officers at North East Derbyshire District Council and Chesterfield Borough Council.

The recommendations of the review were:

- The Council fully recognise the significant potential Economic Impact that Tourism can bring to the area.
- The Council considers the reinstatement of a dedicated Tourism Officer.
- The Council identifies a specific Cabinet portfolio for Tourism.
- The Council develops a clear brand and identifies what its offer is and what are its key Tourism assets.
- The Council considers holding an event with key partners to discuss the development of the Authority's Tourism Strategy including the items identified in recommendation 1.4.
- The Councils website be developed further to ensure it has clear links to the attractions and facilities available within North East Derbyshire including the co-ordination of events taking place in parishes of the District.
- The Council examines the value for money being obtained from the Service Level Agreement.
- A benchmarking exercise with a comparative authority be undertaken on their Tourism service.
- Further work be undertaken to engage people mentoring new businesses within the Tourism sector.

2 Conclusions and Reasons for Recommendation

2.1 The recommendation is for Cabinet to agree the actions identified in the action plan attached at Appendix 1.

3 Consultation and Equality Impact

3.1 Chesterfield Borough Council will be engaged as part of the dialogue to assess the effectiveness of the Service Level Agreement with them.

4 Alternative Options and Reasons for Rejection

- 4.1 Cabinet could consider not approving the Action Plan, however this would not address the recommendations made within the Tourism Scrutiny Report accepted by Cabinet on 9 May 2018.

5 Implications

5.1 Finance and Risk Implications

- 5.1.1 There are no financial or risk implications.

5.2 Legal Implications including Data Protection

- 5.2.1 There are no legal implications.

5.3 Human Resources Implications

- 5.3.1 There are no human resource implications.

6 Recommendations

- 6.1 That Cabinet agree the actions identified in the action plan attached at Appendix 1.

7 Decision Information

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: <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"/> <i>Please indicate which threshold applies</i>	No
Is the decision subject to Call-In? (Only Key Decisions are subject to Call-In)	No
Has the relevant Portfolio Holder been informed	Yes
District Wards Affected	All
Links to Corporate Plan priorities or Policy Framework	All

8 Document Information

Appendix No	Title
1	Tourism Scrutiny Report Action Plan
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)	
Report Author	Contact Number
Allison Westray-Chapman Head of Economic Development	01246 217199

AGIN 6 (CAB 0905) 2018 – Review on Tourism & Growth/AJD

Tourism and Growth Scrutiny Review Action Plan

Item	Recommendation	Action Required	Who by	When by	Progress
1.	The Council fully recognise the significant potential Economic Impact that tourism can bring to the area.	<p>Ensure that tourism is fully recognised as a key sector within the Housing and Economic Development Strategy.</p> <p>Ensure that tourism is discussed regularly with the appropriate Cabinet Member to maximise opportunities for the Borough</p>	Head of Service, Economic Development	<p>Dec 2018</p> <p>Ongoing</p>	
2.	The Council considers the reinstatement of a dedicated Tourism Officer	Review the existing resources and develop a business case if appropriate for creation of a dedicated Tourism Officer post	Head of Service, Economic Development	March 2019	
3.	The Council identifies a specific Cabinet portfolio for Tourism	Discuss with the Leader	Joint Strategic Director, Place	October 2018	
4.	The Council develops a clear brand and identifies what its offer is and what are its key Tourism assets	The Council is part of the wider peak District and Derbyshire (destination management organisation) which			

		brands the County and associated tourism assets. Review branding with the Communications Team to ensure that all opportunities are maximised for the Borough.	Head of Service, Economic Development	Dec 18 – March 19	
5.	The Council considers holding an event with key partners to discuss the development of the Authority's Tourism Strategy including the items identified in recommendation 1.4	The Council is currently establishing quarterly meetings with key partners including Visit the Peak District and Derbyshire, Chesterfield and Bolsover District Councils to ensure that the Council has the appropriate level of input and influence	Head of Service, Economic Development	Quarterly meetings will be ongoing	
6.	The Councils website be developed further to ensure it has clear links to the attractions and facilities available within North East Derbyshire including the co-ordination of events taking place in parishes of the District	The Communications Team are reviewing the tourism pages on the Council's website with a view to having more detailed information and links to tourist attractions ready for the 2019 season. The Parish Councils have been approached to provide a list of events taking place.	Communications, Marketing and Design Manager	Ongoing in time for 2019 season	

		There is also an events calendar on the home page of the website where further promotion of not-for-profit events across the District will take place. This will also be promoted through our NEWS publication.			
7.	The Council examines the value for money being obtained from the Service Level Agreement	The Council is in the process of reviewing the Service Level Agreement with Chesterfield BC	Head of Service, Economic Development	December 2018	
8.	A benchmarking exercise with a comparative authority be undertaken on their Tourism service	Review the benchmarks already used to gain maximum benefit	Head of Service, Economic Development	Dec 2018	
9.	Further work be undertaken to engage people mentoring new businesses within the Tourism sector	<p>Business support is currently provided through the SCR and D2N2 Growth Hubs both of which engage specialist sector advisors.</p> <p>Review this approach and content to ensure that it is bespoke and appropriate to North East Derbyshire to gain maximum benefit</p>	Head of Service, Economic Development	March 2019	