

Growth Strategy update 11th April Tourism

The council has purchased the STEAM¹ data for NEDDC and has created a number of documents analysing the information contained. We have also looked at the Tourism and Visitor Economy offer to understand what is currently available within NEDDC but within the locality (see appendix 1 to appendix 5). This will be used to update the Growth Strategy that will be developed through 2019, as we have achieved the majority of the actions within the existing Growth Strategy.

When the tourism element of the growth strategy is formulated we will pick a few districts to bench mark against. We will also look at the local offer and see where NEDDC can offer complimentary services. This will be done alongside the

The Tourism strand in the strategy will have an action plan and within that we will work on developing a NEDDC tourism brand and tweaks to the website. The work needs to be booked in by the Marketing and Communications Manager for the IT developer time and this will be done when the strategy is in place.

The NEDDC sector analysis is currently being updated (due to be completed April) and that will add to the evidence base that will be used to direct the work of the Econ Dev team regarding tourism.

The sector analysis and the STEAM reports (appendix 2, appendix 3 and appendix 4) have been used for the recent Future High Street Fund bid. It will also be used for future bidding rounds for the towns

The reinstatement of a dedicated Tourism officer is being costed and will be brought to leadership post the local election. The Job description and the person specification for the role has been developed. The role will look at the visitor economy and the town centres, as they are linked to the offer we have within the district. This is reliant on the business case for the post being acceptable.

The SLA with Chesterfield has been updated and we will work with CBC to ensure the work plan is updated to reflect the current priorities.

¹ STEAM is a tourism economic impact modelling process which approaches the measurement of tourism from the bottom up, through its use of local supply side data and tourism performance and visitor survey data collection