

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><i>Ensure that tourism is fully recognised as a key sector within the Housing and Economic Development Strategy.</i></p> <p><i>Ensure that tourism is discussed regularly with the appropriate Cabinet Member to maximise opportunities for the Borough</i></p>	<i>Head of Service, Economic Development</i>	<p><i>Dec 2018</i></p> <p><i>Ongoing</i></p>	There has been research conducted in to tourism and its impacts within NEDDC. A review of the businesses linked to tourism Appendix 1. STEAM report purchased and examined appendix 2. The other appendices will be used to formulate the next economic development strategy as the majority of the actions on the current plan have been completed.
2.	The Council considers the reinstatement of a dedicated Tourism Officer	<i>Review the existing resources and develop a business case if appropriate for creation of a dedicated Tourism Officer post</i>	<i>Head of Service, Economic Development</i>	<i>March 2019</i>	Created a Tourism and Town Centre Job Description and Person Spec. The business case for the post is being worked up and will be brought to cabinet post the election.

3.	The Council identifies a specific Cabinet portfolio for Tourism	<i>Discuss with the Leader</i>	<i>Joint Strategic Director, Place</i>	<i>October 2018</i>	We will discuss with the leader post-election – seems appropriate to wait as there may be changes to Cabinet and its focus.
4.	The Council develops a clear brand and identifies what its offer is and what are its key Tourism assets	<i>The Council is part of the wider peak District and Derbyshire (destination management organisation) which brands the County and associated tourism assets.</i> <i>Review branding with the Communications Team to ensure that all opportunities are maximised for the Borough.</i>	<i>Head of Service, Economic Development</i>	<i>Dec 18 – March 19</i>	<p>Discussed this with Marketing and Communications Manager and it is something he is happy to do.</p> <p>We will promote the local events and any other tourism relate activities through social media and the web site.</p>

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	<i>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</i>	<i>Head of Service, Economic Development</i>	<i>Quarterly meetings will be ongoing</i>	The meetings have been established but not meet this quarter. We will ensure at the next meeting we present the updated work plan.
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	<i>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.</i>	<i>Communications, Marketing and Design Manager</i>	<i>Ongoing in time for 2019 season</i>	The website will be updated but it is reliant on Marketing and Communications Manager booking in Developer time to do this. A wider events list has been produced and the NEDDC relevant events this will be marketed through the existing channels

		<i>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.</i>			
7.	The Council examines the value for money being obtained from the Service Level Agreement	<i>The Council is in the process of reviewing the Service Level Agreement with Chesterfield BC</i>	<i>Head of Service, Economic Development</i>	<i>December 2018</i>	SLA has been reviewed and we will meet with CBC to ensure VFM. The work plan will be updated to ensure it is relevant and adds value
8.	A benchmarking exercise with a comparative authority be undertaken on their Tourism service	<i>Review the benchmarks already used to gain maximum benefit</i>	<i>Head of Service, Economic Development</i>	<i>Dec 2018</i>	This will be done as part of the Econ Dev strategy that will be completed during 2019.
9.	Further work be undertaken to engage people mentoring new businesses within the Tourism sector	<i>Business support is currently provided through the SCR and D2N2 Growth Hubs both of which</i>	<i>Head of Service, Economic Development</i>	<i>March 2019</i>	Work with both Growth Hubs at SCR and D2N2. Tourism is an identified strand of the D2N2 Local Industrial Strategy. The DEP are looking at related economic drivers and the

		<p><i>engage specialist sector advisors.</i></p> <p><i>Review this approach and content to ensure that it is bespoke and appropriate to North East Derbyshire to gain maximum benefit</i></p>			<p>districts are represented on that group via BDC.</p>
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AGIN 7 (Growth 0411) – Tourism & Growth Scrutiny Review/AJD