

# **North East Derbyshire District Council**

**Cabinet**  
**14<sup>th</sup> May 2020**

## **Tourism Strategy 2020-2023 Update**

### **Report of Councillor C Renwick, Portfolio Holder for Economic Growth**

This report is public

#### **Purpose of the Report**

- To update Cabinet on the progress of the draft Tourism Strategy 2020-2023.
- To consider the impact of Covid 19 on the tourism and visitor economy sector within the District and to request that further post-Covid 19 recovery work is undertaken and included within the Strategy and Action Plan prior to formal approval.
- To request that the new Director of Growth and Economic Development review the draft Tourism Strategy 2020-2023 with the Portfolio Holder prior to final approval.

#### **1 Report Details**

- 1.1 Following the development of the Council Plan 2019 – 2023, it was agreed that a Tourism Strategy should be developed and work has been ongoing. The first draft of the Tourism Strategy 2020-2023 including an action plan is attached at Appendix 1 of this report.
- 1.2 A STEAM report showed that in 2017, the total economic impact of the visitor economy in North East Derbyshire was approximately £147million, made up of approximately 75% day visitors and 25% overnight visitors.
- 1.3 Since 2009, the number of jobs in the visitor economy has increased by 16.7% from 1,670 FTE in 2009 to 1,949 FTE in 2017. In 2017, the total number of visitors to North East Derbyshire was approximately 3 million. Prior to the Covid 19 outbreak, there were approximately 600 business working in the sector in the District, primarily the accommodation, food and drink, retail and culture sectors. An examination of the Visit Chesterfield website shows that there were approximately 40 visitor events planned to take place in the District in 2020. Unfortunately, many of these have now been postponed or cancelled.
- 1.4 **Strengths.** Currently, the District has a number of key strengths within the visitor economy, including:
  - The central location of the district within the country, and excellent connectivity to other areas via trains, airports and the road network, including the M1
  - The Proximity of the Peak District National Park
  - Large areas of open, green space in the District

1.5 Challenges. There are also a number of challenges including:

- The effects of Covid 19 on the visitor economy
- District level connectivity and the impact of reducing public transport
- Lack of visitor economy branding for the area including a strong identity

1.6 The first draft of the Tourism Strategy 2020-2023 and action plan is attached at Appendix 1. It identifies the following as key priorities:

- Promotion of the District to potential visitors to encourage both day trippers and overnight stays
- Development of the visitor offer within the District to ensure that the amount and variety of both attractions and accommodation is increased
- Development and promotion of both the cultural and natural heritage of the area

1.7 The Strategy will also include a number of actions, including:

- Working with businesses in the visitor economy sector to help them recover from Covid 19, get back up and running as soon as possible and to expand and grow
- Undertaking a review of all the accommodation, attractions and events in the area, which is updated regularly and is made publicly available where possible
- The Council to consider the employment of a full-time Economic Development Officer with a focus on developing the visitor economy
- Working on developing relationships with key strategic partners, including Marketing Peak District and Derbyshire
- Working to develop large scale cultural festivals on spaces such as the Avenue
- Working pro-actively to promote the District to potential visitors

## **2 Conclusions and Reasons for Recommendation**

2.1 A Tourism Strategy for North East Derbyshire is considered to be crucial to the development of the visitor economy sector within the District. The development of a strategy is a required outcome of the Council Plan 2019-2023 and has even greater relevance following the outbreak of Covid19 and its impact on local businesses.

## **3 Consultation and Equality Impact**

3.1 The purpose of this report is to update Cabinet on the first draft of the Tourism Strategy 2020-2023. All required consultation and the development of an Equalities Impact Assessment will be undertaken as part of the formal approval process of the final version which will also take account of the impacts and recovery from Covid 19.

## **4 Alternative Options and Reasons for Rejection**

4.1 The development of a Tourism Strategy is considered critical to the recovery of the visitor economy sector and therefore, no alternative option is considered appropriate.

## **5 Implications**

### **5.1 Finance and Risk Implications**

5.1.1 The Tourism Strategy and Action Plan does not contain financial details. Any additional budget requirements arising from the action plan will be subject to a further Cabinet paper for consideration. Any additional budget updates will be provided through the regular financial monitoring processes for the Council and will also be presented through the Council's Medium Term Financial Plan.

**5.2 Legal Implications including Data Protection**

5.2.1 There are no legal or data protection implications in the development of the Tourism Strategy 2020-2023.

**5.3 Human Resources Implications**

5.3.1 There are no direct human resource implications in the development of the Tourism Strategy and the monitoring of the action plan. Any specific targets will be included within relevant staff appraisals as appropriate. The creation of an additional post will be subject to a further formal report to Cabinet following consideration of the final Strategy.

**6 Recommendations**

That Cabinet:

- 6.1 Note the progress of the draft Tourism Strategy 2020-2023 and action plan
- 6.2 Consider the impact of Covid 19 on the tourism and visitor economy sector within the District and to request that further post-Covid 19 recovery work is undertaken and included within the Strategy and Action Plan prior to final approval
- 6.3 Request that the new Director of Economic Development review the draft Tourism Strategy 2020-2023 with the Portfolio Holder prior to final approval

**7 Decision Information**

<p><b>Is the decision a Key Decision?</b>  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</i> <input type="checkbox"/>  <i>Capital - £150,000</i> <input type="checkbox"/>  <i>NEDDC: Revenue - £100,000</i> <input type="checkbox"/>  <i>Capital - £250,000</i> <input type="checkbox"/>  <input checked="" type="checkbox"/> <i>Please indicate which threshold applies</i></p>	<p>No</p>
<p><b>Is the decision subject to Call-In?</b>  (Only Key Decisions are subject to Call-In)</p>	<p>No</p>
<p><b>Has the relevant Portfolio Holder been informed</b></p>	<p>Yes</p>

<b>District Wards Affected</b>	All
<b>Links to Corporate Plan priorities or Policy Framework</b>	Economic Development and Growth

## 8 Document Information

<b>Appendix No</b>	<b>Title</b>
Appendix 1	Draft Tourism Strategy and Action Plan for North East Derbyshire 2020-2023
<b>Background Papers</b> (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)	
Steam Report 2017	
<b>Report Author</b>	<b>Contact Number</b>
Karen Hanson, Joint Strategic Director	7053