

**North East Derbyshire District Council**

**Cabinet**

**28 January 2021**

**NEDDC Visitor Economy Strategy 2021-2024**

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

This report is public.

**Purpose of the Report**

- For Cabinet to view and give approval to the North East Derbyshire Visitor Economy Strategy 2021-2024.

**1 Report Details**

- 1.1 North East Derbyshire District Council's Council Plan 2019-2023 recognises the importance of the visitor economy sector to the overall economy of the district, by having the aim "Develop and promote a visitor economy across the district" within the 'Our Economy' section. Within this aim, one of the actions is to develop a strategy document. The visitor economy is also a key element of the Council's emerging Growth Strategy, a document that is currently being drafted and will be coming to Cabinet in the next few months.
- 1.2 The visitor economy within the district in 2017 provided approximately 1,949 FTE jobs. The district attracted over 3 million visitors in that year, who had an economic impact of approximately £147million on the district.
- 1.3 The visitor economy is also seen as a vital component to any form of economic regeneration in the area by a number of key partners, such as D2N2 LEP, Derbyshire County Council and Marketing Peak District and Derbyshire.
- 1.4 The Economic Development team have therefore drafted a Visitor Economy Strategy for the district.
- 1.5 The Strategy has the following vision:

*'Growing and developing our status not only as a destination in itself with all the attractions the district has to offer, but also as a place with easy access to a wide range of other attractions and experiences. We are in the enviable position of being able to act as an easy access gateway to both city and countryside. With the stunning rural landscape of the Peak District National Park on one side and the bustling entertainment rich city of Sheffield on the other, visitors can enjoy the best of both worlds.'*

To meet this vision it has the following priorities:

- Promote the district to potential visitors, to encourage both day trippers and overnight stays
- Create a year round visitor economy in the district
- Improve the skills of both business owners and their employees within the sector.
- Develop the visitor offer and experiences within the district, to ensure that the amount, quality and variety of both attractions and accommodation is increased
- Develop and promote both the cultural and natural heritage of the area, including walking and cycling routes.

1.6 The Strategy also includes an Action Plan that sets out all the necessary actions required to be undertaken by the Council in order to meet its aims and priorities for the sector.

1.7 As the covid-19 pandemic crisis struck during the writing of the Strategy, its impact on the visitor economy of the district has been considered. It also means that it is increasingly more important, as one of the hardest hit sectors by the lockdown that the businesses within it are provided with support from the Council and its partners.

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

2.1 The Visitor Economy is a key priority for the Council, and therefore a strategy is required to guide future resource allocation and work.

2.2 The draft visitor economy strategy and action plan have been created by the Economic Development team, using best practice, consultation and statistical analysis as a basis for its aims and priorities.

2.3 In order to carry out the recommended actions in the strategy and its action plan, such as the promotion of the district and its accommodation, attractions and events, as well as to provide training and support to business owners in the sector, an allocation of resources will be required. This will also be used to potentially obtain further financial resources for the strategy's projects from partner organisations, such as D2N2 LEP and Marketing Peak District and Derbyshire. It is recommended that this financial allocation is set at £20,000 for the first year of the project from the 'Invest to Save' budget. This figure will be reviewed after the first year, to ensure it is meeting the needs of the visitor economy strategy work.

## **3 Consultation and Equality Impact**

3.1 Consultation was undertaken with local businesses who worked in the Visitor Economy sector, who were asked for their views on the priorities of the strategy. A telephone consultation exercise was undertaken with all approximately 120 recognised businesses within the sector during the summer of 2020. The outcome of this was that the priorities were felt by respondents to be correct and necessary,

3.2 An Equalities Impact Assessment for the strategy has been completed.

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

- 4.1 Do nothing – this would mean that a strategy did not get produced. This option was rejected as it would mean that the visitor economy and the businesses would not get the support they require from the Council, not only to potentially grow, but also in the current world situation, to survive, which would potentially lead to the loss of jobs and the closure of businesses in the district.

## **5 Implications**

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

- 5.1.1 In order to carry out the recommended actions in the strategy and its action plan, such as the promotion of the district and its accommodation, attractions and events, as well as to provide training and support to business owners in the sector, an allocation of resources will be required. This will also be used to potentially obtain further financial resources for the strategy's projects from partner organisations, such as D2N2 LEP and Marketing Peak District and Derbyshire. It is recommended that this financial allocation is set at £20,000 for the first year of the project from the 'Invest to Save' budget. This figure will be reviewed after the first year, to ensure it is meeting the needs of the visitor economy strategy work.

### **5.2 Legal Implications including Data Protection**

- 5.2.1 Not applicable.

### **5.3 Human Resources Implications**

- 5.3.1 In order to carry out the recommended actions in the strategy's action plan, a new post will need to be created. There is recognition within the Council for this. The creation of this post and the full details of its salary level, roles and responsibilities and so on will be the subject of a future report to Cabinet. This post, when created, will be supported in project delivery by other members of the Economic Development team, as and when necessary.

## **6 Recommendations**

- 6.1 That Cabinet notes the contents of the report.
- 6.2 That Cabinet approve the North East Derbyshire Visitor Economy Strategy 2021-2024.
- 6.3 Delegated authority given to the Director of Growth and Economic Development to make none substantive amendments to the documents in consultation with the Portfolio holder for Economic Development.
- 6.4 That Cabinet agrees to Director of Corporate allocates £20,000 from the 'Invest to Save' fund as an operating budget for financial year 21/22.

## 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:  BDC: Revenue - £75,000 <input type="checkbox"/>  Capital - £150,000 <input type="checkbox"/>  NEDDC: Revenue - £100,000 <input type="checkbox"/>  Capital - £250,000 <input type="checkbox"/>  <input checked="" type="checkbox"/> Please indicate which threshold applies</p>	No
<p><b>Is the decision subject to Call-In?</b>  (Only Key Decisions are subject to Call-In)</p>	No
<p><b>Has the relevant Portfolio Holder been informed</b></p>	Yes
<p><b>District Wards Affected</b></p>	All
<p><b>Links to Corporate Plan priorities or Policy Framework</b></p>	Growing Our Local Economy and Being a Business Friendly District.

## 8 Document Information

Appendix No	Title
1	North East Derbyshire Visitor Economy Strategy 2020-2023
<p><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)</p>	
Report Author	Contact Number
Martyn Handley	01246 217203