

Agenda Item No: 9 **Report No:** 12/17
Report Title: Scoping Report for proposed Scrutiny Review of Tourism
Report To: Scrutiny Committee **Date:** 12 January 2017
Cabinet Member: Councillor Tony Nicholson
Ward(s) Affected: All wards
Report By: Philip Evans, Director of Tourism and Enterprise
Contact Officer(s)-
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Purpose of Report:

1. To consider a potential future scrutiny review into the role of Lewes District Council in relation to tourism and, in particular, the part this plays in relation to economic sustainability.

Officers Recommendations:

1. To agree the scope for a scrutiny review of tourism, as set out in Appendix A, and
2. If the Committee wish to proceed with a scrutiny review.

Reasons for Recommendation

3. To provide a focussed programme of work which will enable the District Council to consider whether any changes to its existing policies, or any other actions, are to be recommended.
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Information

- 1 The topic under consideration within this report was put forward by a Member of this Committee at its meeting on 8 November 2016. Details of the potential scope for the review are listed in Appendix A for Members consideration.
- 2 The Committee is asked to consider whether the scope, set out in Appendix A, adequately covers all the matters members wish to examine in any review, or whether any adjustments are required. Members are then asked to agree whether they would wish to pursue this within a scrutiny review.

- 3 Given the fairly specific and limited nature of the topic under consideration it is not suggested that a Scrutiny Panel be convened on this occasion. It is proposed that, should the Committee wish to proceed, that a report be prepared to be presented to the whole Scrutiny Committee for consideration as part of a normal meeting.

Financial Appraisal

- 4 An annual budget of £1,000 is available to support the work of the Scrutiny Committee and its Scrutiny Panels. Any costs associated with the review proposed are expected to be minor, given that the research work can be carried out by Council staff.

Legal Implications

- 5 In considering the recommendations of this report, the Committee should adhere to the Scrutiny Procedure Rules set out in part 4 of the Council's constitution.

Risk Management Implications

- 6 There is no requirement for an analysis of risk.

Equality Screening

- 7 An equalities impact assessment is not considered necessary at this stage. If the Committee decides to proceed with the Review, an equality analysis would be undertaken as part of the review and would be reported along with the review findings.

Background Papers

- 8 None

Appendices

- 9 Appendix A – Scoping Report for Transport

Scoping Proposal: The role of Lewes District Council in relation to tourism and, in particular, the part this plays in delivering economic sustainability.

Report Author: Jo Harper, Head of Business Strategy and Performance

Reasons for Scrutiny
<p>The suggestion for scrutiny in this area arose from a request by a Scrutiny Committee Member on the 8 November 2016. The submission made set out the following reasons for a review being beneficial;</p> <ul style="list-style-type: none">• Comments from local businesses wanting to see different practices adopted.• Concerns that service passive rather than active in reaching out to potential tourists• Reported experiences from residents present in TIC <p>In addition, the following potential benefits were set out;</p> <ul style="list-style-type: none">• Assessment of current outputs from tourism offering for both retail businesses and tourists• Improvement of effective use of resources• Development of new more tailored, proactive strategy• Uplift in economic receipts from tourism
Background Information
<p>The council's strategy in relation tourism falls into six main areas;</p> <ol style="list-style-type: none">1. Visitor Information Provision - How key information about the District's visitor offer is collected and disseminated to visitors and residents alike.2. Online Destination Marketing - How the District and its tourism assets are promoted and marketed to both visitors and residents alike3. Events & Attractions - How events and attractions can be effectively supported through the Council's position as a strategic leader4. Local Business Engagement- How the Council can effectively engage with and help support the wider tourism industry5. Wider Partnerships - How the Council can effectively engage with and work with strategic and tactical partners and stakeholder6. Research & Intelligence - How the Council can support the wider tourism industry through essential research and intelligence gathering
Link to Strategic Objectives

The LDC Council Plan for 2016-2020 states;

“(we will) provide visitor services across the district in line with our Tourism Strategy 2015-2018.”

The Strategic Tourism Vision & Action Plan 2015-18 states;

“By 2018, our Vision is to have a distinctive, well packaged, clearly signposted and well marketed tourism, arts and culture offer where leisure and business visitors come to the area, confident of the choice available and quality of provision. We will work with tourism, arts and cultural partners; seek external funding and support from businesses to achieve this.

By 2018, the value of tourism to the local economy will have grown on average by 3% per year, generating an additional 600 jobs, contributing to the wider Vision to improve the reputation of the District as a place for investment, to live, to study and to visit.

This will be achieved by getting the basics right, increasing our focus on cultural tourism, having the right infrastructure in place and improving our destination marketing in partnership with our tourism businesses.

Lewes District Council’s primary role will therefore be to act as an enabler, supporter, facilitator and advocate of the tourism sector and wider visitor economy.”

Objectives of the Review

For the Scrutiny Committee to;

- To better understand LDC’s Strategic Tourism Vision & Action Plan 2015 -2018 (agreed by Cabinet 29 September 2014) and the role of Tourist Information service within this
- To consider role of LDC in relation to tourism and, in particular, the part this plays in delivering economic sustainability
- To make relevant recommendations in light of the above

Not in Scope of Review

The scope of the review will be limited to those issues covered within the LDC’s Strategic Tourism Vision & Action Plan 2015 -2018.

Timeframe

Scrutiny to be undertaken as part of a meeting of the Scrutiny Committee to be agreed. Any recommendations arising to be reported to a subsequent meeting of the Cabinet.

Outlining the stakeholders and evidence required

Evidence to be provided by Council officers as part of their presentation of the report to the Committee.

Resources

Officer time from the Strategic Policy team. No financial resources are considered likely at this stage.
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Approval of Scope

(a) Head of Service	Max Woodford
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(b) CMT	Phil Evans
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(c) Scrutiny Committee	
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