

Economic and Community Development PDS

Update – 23 Jan 2014

Visitor Contribution Scheme

Background

- » Introduction forms part of the Approved Medium Term Service and Resource Plan
- » Linked to continued investment by the Council and partners in Tourism and Visitors
- » Total £1M recurring income by end 2015/2016
- » Will be a totally voluntary scheme
- » An Opt-Out Contribution basis is preferred
- » The buy in from each Individual Tourism Employee will be imperative if we are to realise this level of income if 'opt-in' becomes the only possible approach

Update

- » Officer Project Group has been established with external support.
- » Working closely with Bath Tourism Plus and tourism sector
- » Focus on Identification of Options for Full Feasibility
- » Four Key Workstreams:
 - » Engagement with local tourism industry
 - » Branding and Story
 - » Options Feasibility
 - » Finance and Legals

Potential Options

Work in Progress – may include:

- » Voluntary contribution – aimed at overnight visitors
- » Voluntary contribution linked to Council owned visitor attractions
- » As above for privately owned visitor attractions
- » Mobile telephone contributions via text / app or similar.
- » Others including ideas from business.

Next Steps

- » Identification of Voluntary Contribution options in partnership with the tourism sector
- » Engagement with business representatives to help identify and establish feasibility of options and other ideas
- » Completion of Feasibility Studies
- » Update and Feedback from Consultation
- » Completion of Branding options
- » Formal Cabinet Decision – May 2014
- » Implementation - phased from May 2014