

# Bath & North East Somerset Council

MEETING:	<b>Cabinet</b>	
MEETING DATE:	13 <sup>th</sup> July 2011	EXECUTIVE FORWARD PLAN REFERENCE:
		<b>E E2290</b>
TITLE:	<b>VISITOR ACCOMMODATION STRATEGY FOR B&amp;NES</b>	
WARD:	All	
<b>AN OPEN PUBLIC ITEM</b>		
<b>List of attachments to this report:</b> B&NES Visitor Accommodation Study Executive Summary		

## 1 THE ISSUE

- 1.1 This report considers the next steps for the future of the B&NES Visitor Accommodation Strategy. Both the Visitor Accommodation Study (VAS), and the strategy arising from it, have been taken into account in the preparation of the Core Strategy and the Economic Strategy. However, the Council has the option to adopt the B&NES Visitor Accommodation Strategy as Council policy

## 2 RECOMMENDATION

The Cabinet agrees that:

- 2.1 The Visitor Accommodation Strategy is published for consultation, and
- 2.2 The results of the public consultation, along with any suggested amendments arising, are reported to Cabinet with options for adoption as Council Policy.

### **3 FINANCIAL IMPLICATIONS**

- 3.1 Public consultation on the Visitor Accommodation Strategy will cost in the order of up to £10,000. There will also be additional costs relating to the analysis of the consultation results and its subsequent adoption. The funding for this consultation is the subject of a separate report on this agenda (E2292 – New Budget Contingencies 2011/12 – Allocation of Funding).

### **4 CORPORATE PRIORITIES**

- *Building communities where people feel safe and secure*
- *Improving life chances of disadvantaged teenagers and young people*
- *Sustainable growth*

### **5 THE REPORT**

- 5.1 The B&NES Visitor Accommodation Study has reviewed the current provision of visitor accommodation in B&NES and assesses future requirements in terms of the scale, nature and location of accommodation. The study is District-wide but looks in more detail at Bath.
- 5.2 The Study proposes a Visitor Accommodation Strategy which makes specific proposals on the need for new accommodation in Bath in terms of scale and type and associated implications such as parking. The strategy also makes recommendations to address the particular requirements of tourism accommodation outside of Bath (see Executive Summary attached). These recommendations have been taken into account in the preparation of the Economic Strategy and the planning policy aspects have informed the preparation of the Core Strategy. However, there are elements of the Visitor Accommodation Strategy which are outside the planning system. The Council may wish therefore to consider adoption of the Strategy as Council policy.
- 5.3 It needs to be noted that adoption as Council policy gives no greater weight in the determination of planning applications than that which is currently included in the Core Strategy. The Visitor Accommodation Study states that;

*“Planning policies alone cannot be relied on as the sole means of determining the scale, shape and mix of accommodation development. If the Council wants to directly influence the shape and size of the accommodation offer it will need to take a more pro-active role in terms of targeting selected hotel operators and developers, allocating sites for hotel development in the City centre, bringing together developers and hotel operators, and using its own land holdings to secure specific outcomes.”*

### **6 RISK MANAGEMENT**

- 6.1 The report author and Lead Cabinet member have fully reviewed the risk assessment related to the issue and recommendations, in compliance with the Council's decision making risk management guidance.

### **7 EQUALITIES**

- 7.1 None

## 8 RATIONALE

8.1 The VAS should be published for consultation in order to ascertain public views before the strategy is considered for adoption.

## 9 OTHER OPTIONS CONSIDERED

9.1 The Strategy could be adopted without consultation but this is contrary to the Council's inclusive way of working.

## 10 CONSULTATION

10.1 *Ward Councillor; Cabinet members;; Staff; Other B&NES Services; Service Users; Local Residents; Community Interest Groups; Stakeholders/Partners; Section 151 Finance Officer; Chief Executive; Monitoring Officer*

10.2 A broad public consultation will be undertaken before strategy is adopted.

## 11 ISSUES TO CONSIDER IN REACHING THE DECISION

11.1 *Customer Focus; Sustainability; Property; Young People; Corporate; Other Legal Considerations*

## 12 ADVICE SOUGHT

12.1 The Council's Monitoring Officer (Divisional Director – Legal and Democratic Services) and Section 151 Officer (Divisional Director - Finance) have had the opportunity to input to this report and have cleared it for publication.

<b>Contact person</b>	<i>David Lawrence, Divisional Director Tourism Leisure and Culture</i>
<b>Sponsoring Cabinet Member</b>	<i>Councillors Tim Ball; Paul Crossley; Cherry Beath</i>
<b>Background papers</b>	Visitor Accommodation Study Draft B&NES Core Strategy B&NES Economic Strategy
Please contact the report author if you need to access this report in an alternative format	