

Bath & North East Somerset Council		
MEETING/ DECISION MAKER:	Planning, Housing and Economic Development Policy Development & Scrutiny Panel	
MEETING/ DECISION DATE:	2 May 2017	EXECUTIVE FORWARD PLAN REFERENCE:
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TITLE:	Draft Destination Management Plan	
WARD:	All	
AN OPEN PUBLIC ITEM		
List of attachments to this report:		

1. THE ISSUE

The Council and Bath Tourism Plus Limited have now commenced work on an update of the Destination Management Plan for BaNES. The update provides an opportunity to broaden the scope of the old plan from tourism to encompass the wider visitor economy.

2. RECOMMENDATION

2.1. The Panel is asked to :

2.1.1. Note the work being undertaken on the Destination Management Plan and provide comment and feedback on the scope of the review being undertaken.

2.1.2. Identify any strategic issues which should be considered for inclusion and/or require further investigation / development as part of the review or where stronger links could be made to other strategic plans.

3. RESOURCE IMPLICATIONS (FINANCE, PROPERTY, PEOPLE)

3.1. Funding for the development of the Destination Management Plan is allocated from within the visitor services budget

4. STATUTORY CONSIDERATIONS AND BASIS FOR PROPOSAL

- 4.1. The Destination Management Plan is not a statutory function of the Council. :
- 4.2. The Destination Management Plan will outline a delivery framework for intervention in the Visitor Economy in line with the aspirations of the overarching Economic Development Strategy and laterally to the Culture and Creative Strategy.

5. THE REPORT

- 5.1. The city of Bath has a well-established visitor economy with both domestic and international tourists visiting. With its World Heritage status, cultural, spa and independent shopping credentials the city plays an important role in the Bath and North East Somerset, B&NES, economy.
- 5.2. The Council is keen to build on its current position and explore ways in which to maximise the potential for sustainable development of the visitor economy particularly in light of growing competition in the sector.
- 5.3. The last iteration of the Destination Management Plan ran to 2014 for B&NES is out of date and in conjunction with Bath Tourism Plus Limited we have appointed a consultant with relevant experience to update and refresh the plan and to propose a framework for the enhancement of the visitor economy in Bath and its wider surrounding areas.
- 5.4. It is intended that the Study will address the priorities for a DMP, taking into account the wider geographic and economic impacts of Bath as a visitor destination, and propose structures and mechanisms for developing and reviewing the Plan. In particular the study will address the issue of the marketing of Bath and the North East Somerset area as a visitor destination and how to ensure visitor for Bath are linked into attractions in North East Somerset.
- 5.5. A steering group of key partners and stakeholders in the development and expansion of the visitor economy has been formed whose views and opinions are being taken into account to feed into and inform any developing DMP.
- 5.6. **Background**
- 5.7. In 2003 the Council, working in partnership with tourism organisations locally and sub-regionally, created Bath Tourism Plus Limited, BTP. As an arm's length organisation BTP remains responsible for delivering visitor services, destination and conference marketing initiatives for Bath and the wider North East Somerset area.
- 5.8. In addition to BTP, the Council also works closely with Bath Business Improvement District, BID, which was established in 2011, to produce and maintain high quality public realm. The Council recognises that the quality of the city centre is a key element in the visitor economy and its destination offer and accepts that there is still room for improvement. The DMP process will engage with the Council's Place Directorate regarding public realm management, wayfinding, transport etc to ensure alignment with existing strategies.

- 5.9. On top of the tourist offer outlined briefly above the Council and partners also holds several events throughout the year in an effort to boost the appeal of Bath and North East Somerset to visitors, of particular note is the annual Christmas market and the Cycle Series.
- 5.10. Consideration of the coordination, running and management of events is another aspect that could perhaps be taken further with a view to developing a year round programme of Festivals and Events which could provide opportunities to spread the benefits of tourism to surrounding rural areas.
- 5.11. The DMP will also look to build further on its existing foundations and is looking to review development options available within the wider visitor economy arena of tourism, leisure, culture and retail that will deliver sustainable growth and prosperity for B&NES in a more effective and co-ordinated way than has perhaps been delivered previously.
- 5.12. Emanating from the study will ultimately be an action plan which B&NES Council and its key partners and stakeholders can maximise its visitor economy further, taking into account the challenges and increase competition within the tourism and destination management arena with all proposals being sustainable and realistic.
- 5.13. The Panel will be provided with a presentation which will scope the latest position on progress with the Destination Management Plan and links with other key strategies.

6. RATIONALE

- 6.1. It is accepted that the present Destination Management Plan was predominately tourism focussed is out of date and no longer reflects an altered national picture. There is now a need to address the whole visitor economy and how this links more directly to the wider economy and as part of a “place” based approach.

7. OTHER OPTIONS CONSIDERED

- 7.1. *None*

8. CONSULTATION

- 8.1. The development of the Destination Management Plan is being led by Bath Tourism Plus limited and managed by a steering group of representatives of sector groups across the BaNES visitor economy.

9. RISK MANAGEMENT

- 9.1. A risk assessment related to the issue and recommendations has been undertaken, in compliance with the Council's decision making risk management guidance.

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Background papers	<i>N/A</i>
Please contact the report author if you need to access this report in an alternative format	