

REPORT OF THE LEADER OF THE COUNCIL

NOTTINGHAMSHIRE COUNTY COUNCIL - VISITOR ECONOMY STRATEGY

Purpose of the Report

1. This report informs Policy Committee of our commissioning intentions to drive our place marketing plans going forward. Approval is being sought to:
 - a) develop a Strategy to grow Nottinghamshire's visitor economy
 - b) commission £40,000 of technical expertise to support officer's in the development of the Strategy

Information and Advice

2. Tourism makes a key economic contribution to the Nottinghamshire economy and the quality of life for the county's resident population. In 2016, the annual study by STEAM (Scarborough Tourism Economic Activity Monitor) revealed an upturn in tourist numbers had helped to boost Nottinghamshire's visitor economy by almost five percent to £1.755 billion. The county is rich in assets with national and global visitor appeal, is a popular destination for day visiting and with events such as the Mayflower 400th anniversary celebrations (the subject of a separate report today), all indicators point to significant future growth in Nottinghamshire's visitor economy.
3. It is in this context that there is a need to prepare a Strategy that defines shared priorities and collaborative interventions by the public and private sectors to grow the visitor economy in Nottinghamshire. This proposed Strategy will build on existing tourism strategies and policies in the county. Whilst covering the period from 2018 to 2020, it should be regarded as a flexible document that could be updated and amended as opportunities and circumstances dictate.
4. **'Your Nottinghamshire, Your Future'** outlines Nottinghamshire Council Council's vision for the county to 2020 and its role in fulfilling this. The document focuses on economic growth as the priority for the County Council. The growth of the county's visitor economy can contribute to achieving many aspects of this vision, particularly in terms of:
 - A vibrant economy
 - Town centres important role in the regeneration of the county
 - A well-connected County
 - The quality of lifestyle and work/life balance for the county's citizens
 - Addressing inequalities
 - Attracting people to live and work in Nottinghamshire
 - Attracting inward investment, new business start-ups and growth in Nottinghamshire

5. The Strategy will guide public sector investment and collaborative partnership action to support the growth of the Nottinghamshire visitor economy. It is not intended to guide the business decisions and market programmes of individual tourism businesses, other than in terms of helping them to understand how the public sector plans to invest in the county's visitor economy and the opportunities that this may provide from them to engage in collaborative projects.
6. The County Council currently has a relationship with Marketing Nottingham and Nottinghamshire, (Marketing NG) a body created to deliver place marketing to boost both inward investment and the visitor economy. The Strategy will need to take our relationship with Marketing NG into account and help shape our future relationship given our current contract expires later this year.
7. The intention is to produce the Strategy based on three strategic priorities of: creating compelling places to visit; building private sector marketing capacity, and; extending the benefits of tourism. This will be to a timetable ready for approval in September 2018. To meet this schedule, it is proposed to appoint specialists with appropriate experience and technical skills to support and build capacity of officers.
8. The detailed scope of this commission will be determined by a cross-departmental working group. It is expected that the total cost will be in the region of £40,000. As the Strategy relates to growth and investment, it is proposed that the funds are sourced from the Growth and Economic Development initiatives 2018/19 budget, subject to Policy Committee approval. This would also be reported as part of the annual budget setting process.

Other Options Considered

9. The option to leave place marketing solely with the private sector was discounted because the success of the Strategy will ultimately rely as much on active public sector interventions and support as on active private sector engagement and contributions.

Reason for Recommendation

10. As a countywide Strategy would directly contribute to the **Your Nottinghamshire, Your Future** commitment of 'Nottinghamshire being a great place to live, work, visit and relax', it is logical for the County Council to take the lead role on driving place marketing plans.

Statutory and Policy Implications

11. This report has been compiled after consideration of implications in respect of crime and disorder, data protection and information governance, finance, human resources, human rights, the NHS Constitution (public health services), the public sector equality duty, safeguarding of children and adults at risk, service users, smarter working, sustainability and the environment and where such implications are material they are described below. Appropriate consultation has been undertaken and advice sought on these issues as required.

Financial Implications

12. Expected costs for developing the Visitor Economy Strategy are detailed in the body of the report.

RECOMMENDATIONS

It is recommended that Policy Committee:

- 1) Approves the development of a Strategy to grow Nottinghamshire's visitor economy
- 2) Approves the commissioning of up to £40,000 of technical expertise to support officer's in the development of the Strategy

COUNCILLOR MRS KAY CUTTS, MBE
Leader of the Council

For any enquiries about this report please contact: Nicola M^cCoy-Brown, Growth and Economic Development, 0115 9772580

Constitutional Comments [CEH 27/12/17]

13. Policy Committee is the appropriate body to consider the recommendations in this report.

Financial Comments [SES 10/01/18]

14. The financial implications are set out in the report.

Background Papers and Published Documents

Except for previously published documents, which will be available elsewhere, the documents listed here will be available for inspection in accordance with Section 100D of the Local Government Act 1972.

Electoral Division(s) and Member(s) Affected

All