

**REPORT OF THE LEADER OF THE COUNCIL****NOTTINGHAMSHIRE TOURISM SUMMIT AND VISITOR ECONOMY  
STRATEGY YEAR ONE ACTION PLAN FRAMEWORK****Purpose of the Report**

1. This report provides details on the Nottinghamshire Tourism Summit and seeks approval:
  - a) To proceed with the Year 1 Visitor Economy Strategy Action Plan Framework
  - b) For officers explore the potential for establishing a Pilgrim Fathers commemorative installation

**Information**

2. There is a huge opportunity for Nottinghamshire to enjoy a greater share of the tourism industry. As highlighted in the Council Plan, the County Council, supported by partners, wants to encourage as many people as possible to explore the County's outstanding tourism offer.
3. The Council's Visitor Economy Strategy (2019-2029) recognises the value of all visitors to the county and continues, alongside important work on the two target markets with growth potential of Country Loving Traditionalists and Aspirational Fun Families, is looking to improve the visitor experience for everyone. Tourism is big business in Nottinghamshire, with 35 million visitors venturing to the County in 2017 – an increase of 1.3 percent on the previous year.
4. In February 2019, this Committee gave the green light to proceed with Nottinghamshire County Council's first ever tourism summit. Since then, a Member Policy Development Group, chaired by the Leader of the Council, has been established to help shape both the Summit and the implementation phase of the Visitor Economy Strategy.

**The Summit**

5. The Summit, which takes place at Rufford Mill on Thursday 27 June 2019, will be hosted by the Leader of the Council, and will see the official launch of the new 10-year Visitor Economy Strategy. Delegates will focus attention on the county, its attractions and hospitality industry, to jointly highlight Nottinghamshire as one of the many jewels in the East Midlands crown.
6. Delegates will primarily be tourism businesses (such as attractions, venues, animateurs and accommodation providers), key stakeholders and partners from Nottinghamshire and its surrounding areas. The programme will be split between:

- Key note speakers setting out the importance and economic benefits of tourism to Nottinghamshire;
- The thinking behind the Council's Visitor Economy Strategy;
- A facilitated, interactive question and answer session to help develop the approach to be taken to strengthen the Nottinghamshire brand to draw people in and encourage them to discover and explore the exceptional multi-seasonal offer of the wider county, and;
- Showcasing the Nottinghamshire product through a market-place of demonstrations and exhibitions.

### The Implementation Phase of the Strategy

7. The six key themes of the framework include:
  - Governance – elected members, stakeholders, officer groups
  - Resourcing
  - Launch and Sector Engagement
  - Site specific projects
  - Offer animation
  - The Pilgrim Roots 2020
8. The Action Plan Framework appears in full at **Appendix A**.

### Pilgrim Fathers

9. As reported to this committee in January 2018, the 400<sup>th</sup> anniversary in 2020 of the Mayflower ship sailing from England and arriving in America, provides an exciting opportunity for Nottinghamshire to commemorate its Pilgrim ancestors and to share their inspirational story with the world.
10. In line with the previous commitment to focus local and international people on the anniversary, it is now timely for the Council to consider marking this auspicious occasion in a creative and imaginative way. It is therefore proposed, subject to Policy Committee approval, that officers explore the potential for establishing a commemorative installation.

### **Other Options Considered**

11. The option to do nothing was discounted. No launch or a smaller scale launch, will undermine the ambition and collaborative intent to develop the Nottinghamshire tourism offer. The Visitor Economy Strategy with its clear implementation priorities are a prerequisite to realising growth, development and innovation in the Nottinghamshire tourism product.

### **Reason for Recommendations**

12. The Visitor Economy Strategy contributes directly to the Council Plan commitment to promote Nottinghamshire's local heritage and excellent visitor attractions. The recommendation facilitates the implementation stage of the Visitor Economy Strategy, which is designed to establish the foundations to the successful delivery of the 10-year targets.

### **Statutory and Policy Implications**

13. 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**

14. The costs associated with hosting the Nottinghamshire Tourism Summit, expected to not exceed £10,000, will be met from the 2019/20 Growth and Economic Development base budget.

15. Should there be any costs associated with the proposed Pilgrim Fathers commemorative installation, these will be the subject of a future report to this Committee.

## **RECOMMENDATIONS**

16. It is recommended that Policy Committee:

- a) Approves an allocation of up to £10,000 from the 2019/20 Growth and Economic Development base budget towards the cost of hosting the Nottinghamshire Tourism Summit
- b) Approves the Year 1 Visitor Economy Strategy Action Plan Framework
- c) Approves that officers explore the potential for establishing a Pilgrim Fathers commemorative installation

**COUNCILLOR MRS KAY CUTTS, MBE**  
**Leader of the Council**

**For any enquiries about this report please contact:** Nicola M<sup>c</sup>Coy-Brown, Growth and Economic Development, Tel: 0115 977 2580

### **Constitutional Comments (SLB 17/05/2019)**

17. Policy Committee is the appropriate body to consider the content of this report

### **Financial Comments (SES 21/05/19)**

18. The costs associated with hosting the Nottinghamshire Tourism Summit are expected to not exceed £10,000. These costs will be funded from the circa £246,000 unallocated amount of the 2019/20 Growth and Economic Development Initiatives budget which totals £515,036.

### **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.

- Nottinghamshire County Council - Visitor Economy Strategy Update – Report to Policy Committee, Published 12 September 2018
- Nottinghamshire County Council - Visitor Economy Strategy – Report to Policy Committee, Published 13 February 2019
- Pilgrim Roots – Nottinghamshire – Report to Policy Committee, published 24 January 2018

**Electoral Division(s) and Member(s) Affected**

- All