

REPORT OF THE LEADER OF THE COUNCIL**NOTTINGHAMSHIRE COUNTY COUNCIL - VISITOR ECONOMY STRATEGY****Purpose of the Report**

1. This report seeks Policy Committee's approval to:
 - a) Adopt Nottinghamshire County Council's Visitor Economy Strategy;
 - b) Host a Tourism Summit to launch the Nottinghamshire Visitor Economy Strategy.

Information

2. As we focus on delivery of our Council Plan (2017-2021) in the next two years, we need to think about our long-term aspirations for Nottinghamshire and its people. Nottinghamshire is already a great place to live, where most people enjoy life and good prospects. We want this to be the case for everyone.
3. The world and the way we live our lives is changing rapidly and as we look ahead, our county will be a very different place. Whilst we cannot predict the future, we can imagine the kind of Nottinghamshire we want to help guide the things we and others do today, tomorrow and in the years ahead.
4. Reports to Policy Committee in January and September 2018, set out the economic importance and potential of the visitor economy to Nottinghamshire. Currently, the visitor economy in Nottinghamshire is worth £1.75 billion and supports around 15,000 jobs. By not renewing our arrangement with Marketing Nottingham and Nottinghamshire (Marketing NG) and realigning the resources previously allocated, the County Council's role, with others, provides the opportunity to re-energise the Nottinghamshire visitor economy, boost performance and realise potential.
5. Through working with Blue Sail, a leading visitor destination consultancy, we are clear where we need to concentrate our efforts: attracting visitors to Nottinghamshire by improving our profile and reputation as an overnight destination and to harness the role of the county's natural capital and heritage as a key contributor to the quality of life of residents and visitors alike.

The Nottinghamshire Visitor Economy Strategy

6. The Nottinghamshire Visitor Economy Strategy (**Appendix A**) is positioned to grow tourism by volume and value, to create economic opportunity for businesses to grow, to create more jobs and to attract further private and public investment to deliver unique, defined and sustainable

tourism. The Strategy is designed as a long-term approach and the model will take time to build and deliver growth; the targets are therefore set accordingly.

7. The Strategy builds on the importance of place-shaping, seeks to make use of future technologies to maximise the quality and enjoyment of the visitor experience, and in driving visitor numbers and dwell time up. It focuses on opportunities that are considered to have the best impact for employment growth, skills development and sector productivity.
8. The Strategy proposes that the county's tourism offer is focused on the Council's assets to develop three key tourism hubs:
 - **Developing Sherwood Forest** and the spirit of 'Free Thinking' (stories of legends, rebels and disrupters including but not limited to Robin Hood);
 - Development of a differentiated heritage offer at **Rufford Abbey/Country Park**, complementary to Sherwood, and;
 - **Holme Pierrepont** and a focus on world class sport and sporting adventure and participation around the theme of 'be your own hero'.
9. Underpinning the three key tourism hubs would be four cross-cutting themes around:
 - Developing the range and capacity of **visitor accommodation** - to help facilitate the value and volume of overnight stays within Nottinghamshire's target markets
 - **Marketing** – linking experiences and offers, increasing on line bookable product, raising the profile of the destination and supporting a dedicated web presence for the county
 - **Events Programming** – showcasing the heritage, culture and distinctiveness of the county to look to develop a Sherwood Season, to explore a unique signature event for the county and to build on emerging activity around the Pilgrim Roots, food and drink offer and sport
 - **People** – looking at skills, volunteering and business support offers to ensure that the needs of the visitor economy are met to support growth
10. Nottinghamshire tourism will target audiences who are defined as country loving traditionalists and active family-fun seekers, with an emphasis on walking, cycling, active participation and learning.
11. Our Strategy targets 5% combined annual growth in the sector over the first 5 years. This accelerates to 4% growth per annum in years 6-10. It is anticipated that over 10 years the Strategy activities could help deliver:
 - an additional 5 million visitors
 - support 2,900 additional Full-Time Equivalent (FTE) jobs
 - deliver £240m of additional economic impact and
 - create an additional £80m Gross Value Added (GVA)
12. The targeted economic impact of the Strategy over its anticipated 10-year lifespan, is illustrated at **Appendix B**.

Next Steps

13. To drive growth in the sector, the Council will also need to use its influence to ensure that the visitor economy achieves priority focus within: the emerging Derby, Derbyshire, Nottingham and Nottinghamshire (D2N2) Local Industrial Strategy, the Midlands Engine and the national

Visitor Economy Sector Deal currently under consideration by government (including the designation of Tourism Action Zones).

14. Work is being undertaken to develop proposals to ensure that relevant partners are engaged in co-ordinating the implementation of the strategy. These will be the subject of a future report to Policy Committee.
15. This approach will include any future refreshes to ensure relevance and refinement over its lifetime. The current Visitor Economy Officer Steering Group requires review to maximise its links to current and future commissioning and make sure that all activity is aligned to the Place Departmental Strategy and Council Plan priorities and targets.
16. Subject to Policy Committee approval, it is proposed that in Spring 2019, the Council hosts a Tourism Business Summit to launch the Strategy. Nottinghamshire County Council will invite representatives from local businesses to come together to receive a copy of the Council's Visitor Economy Strategy and discuss current and future tourism trends. The event will be free to businesses. As well as hearing from special guest speakers, there will be networking opportunities for businesses who attend, along with refreshments served throughout the Summit.
17. Between now and the end of March 2019, Officers will be developing a clear engagement programme relating to developing and promoting the Summit, in addition to identifying key priority projects and activities for delivery in 2019-20.

Other Options Considered

18. The targets for growth have been produced by Regeneris Consulting, a specialist economic development and regeneration consultancy. These are realistic in terms of building from the base line and are considered deliverable. Lower targets would result in the sector opportunities potentially not being maximised, whilst higher forecasts are likely to be undeliverable.

Reason for Recommendation

19. The Strategy directly contributes to the County Council Plan (2017-2021) commitment of Nottinghamshire being a great place to live, work, visit and relax, the prioritisation of activities around the council's assets/contracts and use of its leadership and influencing roles will help drive growth in the visitor economy sector.

Statutory and Policy Implications

20. 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

21. The costs for developing the Visitor Economy Strategy has been met from Policy Committee approved existing allocations from within the Growth and Economic Development budget for

2018/19. Any future financial implications, which include the costs associated with the Summit, will be contained within this existing budget.

RECOMMENDATIONS

It is recommended that Policy Committee agrees to:

- 1) Adopt Nottinghamshire County Council's Visitor Economy Strategy.
- 2) Nottinghamshire County Council hosting a Tourism Summit to launch the Nottinghamshire Visitor Economy Strategy.

COUNCILLOR MRS KAY CUTTS, MBE
Leader of the Council

For any enquiries about this report please contact: Nicola McCoy-Brown, Growth and Economic Development, Tel: 0115 977 2580

Constitutional Comments [SLB 31/01/2019]

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

Financial Comments [SES 18/01/2019]

23. The financial implications are set out in paragraph 20 of 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.

- *Nottinghamshire County Council – Visitor Economy Strategy Update*, Report to Policy Committee, published 12 September 2018

Electoral Division(s) and Member(s) Affected

All