

REPORT TO:	ENVIRONMENTAL SERVICES	AGENDA ITEM:	8
DATE OF MEETING:	30 MAY 2002	CATEGORY:	DELEGATED
REPORT FROM:	CHIEF EXECUTIVE	OPEN PARAGRAPH NO:	N/A
MEMBERS' CONTACT POINT:	KEVIN MASON (01283 595739)	DOC:	
SUBJECT:	DERBYSHIRE TOURISM MANAGEMENT STRATEGY	REF:	
WARD(S) AFFECTED:	ALL	TERMS OF REFERENCE:	ES11

1.0 Recommendation

1.1 That this Authority adopt the Derbyshire Tourism Management Strategy.

2.0 Purpose of Report

2 To report progress on the Derbyshire Tourism Management Strategy, and the formation of a Tourism Forum to guide future policy; and to seek member approval of adoption of the Strategy by the Authority, and participation in the work of the Derbyshire Tourism Forum.

3.0 Executive Summary

3.1 The Derbyshire Tourism Officers Group (DTOG) has over the last 18 months developed a new Tourism Management Strategy for Derbyshire. Derbyshire County Council, who are now looking to take an increased role in tourism, has recently worked with DTOG and the private sector to establish the Derbyshire Tourism Forum. Once the Strategy has been adopted by the individual Local Authorities, the Forum can then take that Strategy forward.

4.0 Detail

4.1 The Derbyshire Tourism Officers Group (DTOG), working in conjunction with an external Tourism Consultant, has developed a new Tourism Management Strategy for Derbyshire. This builds on the two Tourism Strategies previously developed by DTOG that were adopted by individual Local Authorities including South Derbyshire. The Tourism Management Strategy for Derbyshire fully recognises and provides a wider context for the South Derbyshire Tourism Strategy and the continued emergence of The National Forest as a tourist destination within the county and the wider region. The Strategy document is attached at Appendix A.

4.2 Until 2001, Derbyshire County Council had had little involvement in county-wide tourism marketing and development initiatives. Following the Foot and Mouth outbreak and its detrimental effects on the Derbyshire tourism industry, the County Council has recognised the importance of, and started to play an increased role in

tourism. The County Council recently approved a significant Tourism budget for 2002/2003 and is in the process of establishing a Tourism Officer's post.

- 4.3 As part of the development of the Tourism Management Strategy, various private sector organisations were consulted. In November 2001, Derbyshire County Council arranged a Tourism Conference to which public and private sector representatives were invited. Following on from this event, the Derbyshire Tourism Forum has been established. The District Council is represented on the Forum by Councillor Brooks, supported by the Council's Economic Development Officer.
- 4.4 The Derbyshire Tourism Forum comprises representatives from all Derbyshire Local Authorities (including the Peak District National Park Authority) and representative private sector bodies such as Southern and North East Derbyshire Chambers, the Regional Attractions Group, Heart of England Tourist Board, emda, the University of Derby and the National Trust. The County Council was elected to Chair the group for the first year.
- 4.5 At the first meeting of the Forum, it was agreed that a Constitution for the body would be adopted, subject to approval of the Derbyshire Tourism Management Strategy by individual Local Authorities. It is anticipated that the Forum will be the body that oversees and drives forward the implementation of the Strategy.

5.0 Financial Implications

- 5.1 Annually £2,440 is contributed from the Council's Economic Development budget to fund the core marketing, research and development activities of DTOG. Additional support is given through Officer time and involvement with these activities.
- 5.2 It is anticipated that any additional funding required to develop new initiatives outlined in the Strategy will be generated through external funding bids and additional contributions from the County Council and the private sector.

6.0 Corporate Implications

- 6.1 None.

7.0 Community Implications

- 7.1 None.

8.0 Conclusions

- 8.1 Greater co-ordination of tourism across the county, and increased involvement by Derbyshire County Council is to be welcomed, and provides a helpful context for the continued growth of tourism in South Derbyshire and across The National Forest.

9.0 Background Papers

- 9.1 A Tourism Management Strategy for Derbyshire 2002–2007 (Appendix A).