

Gloucester City Council

Meeting:	Overview and Scrutiny Cabinet	Date: 8 February 2016 10 February 2016
Subject:	Growing Gloucester's Visitor Economy Action Plan Annual Update 2015	
Report Of:	Cabinet Member for Culture and Leisure	
Wards Affected:	All	
Key Decision:	No	Budget/Policy Framework: No
Contact Officer:	Lucy Chilton, Visitor Services Manager	
	Email: lucy.chilton@gloucester.gov.uk	Tel: 396570
Appendices:	1. Growing Gloucester's Visitor Economy Action Plan Annual Update 2015 2. Growing Gloucester's Visitor Economy Strategy	

FOR GENERAL RELEASE

1.0 Purpose of Report

1.1 To update Members on the progress that has been made in achieving the Growing Gloucester's Visitor Economy Action Plan during 2015.

2.0 Recommendations

2.1 **Overview and Scrutiny Committee** is asked to note the information contained in the report.

2.2 **Cabinet** is asked to **RESOLVE** that:

- (1) The achievements made in delivering the Growing Gloucester's Visitor Economy Action Plan during its first year of publication be noted;
- (2) The activities planned by various partners are recognised as contributing to the 'Growing Gloucester Visitor Economy' aims and objectives;
- (3) The Action Plan be further reviewed and updated on an annual basis, to reflect the actions achieved and to identify and agree future actions.

3.0 Background and Key Issues

3.1 The Growing Gloucester's Visitor Economy Strategy was produced in 2014 by key tourism drivers in Gloucester, following Marketing Gloucester Ltd being instructed by the City Council as part of their tourism remit. The CEO of Marketing Gloucester Ltd took responsibility for the strategy and accompanying Action Plan with support from his colleagues and officers of the City Council.

- 3.2 The strategy underwent a consultation process, allowing stakeholders and interested parties the opportunity to feed into the strategy, which was finally adopted in December 2014.
- 3.3 Since the launch of this strategy, much work has been completed both behind the scenes and at a high profile level as shown in Appendix 1. The Rugby World Cup has provided a real focus in delivering the strategy and has brought together city stakeholders to deliver a major economic and tourism boost for the city in a way which will have a lasting benefit.
- 3.3 To ensure that this strategy remains a key driver in growing the city's visitor economy, it is important to keep all stakeholders and interested parties up to date with any activity that has taken place.
- 3.4 There were 3 key areas that needed to be addressed by the partners looking to maximise growth over the duration of the strategy, these include:
- Improving the quality of the visitor experience
 - Increasing visitor accommodation in the city by another 1,800 rooms
 - Enhancing the promotion of the city
- 3.5 By following the RAG scoring system, Appendix 1 clearly shows the actions that have been delivered and those that still require further action.

4.0 Asset Based Community Development (ABCD) Considerations

- 4.1 A key aspect of the Growing Gloucester Visitor Economy is to make use of the strength of communities across the city to come together and help celebrate everything the city has to offer. Whether this is through community days and events or through city events such as Gloucester Day or the Carnival, all of these highlight the benefit of encouraging communities to promote and celebrate everything that is good about the city.

5.0 Alternative Options Considered

- 5.1 The Visitor Economy Strategy has previously been adopted and so the Action Plan reflects the priorities set within in. There are then, no alternative options.

6.0 Reasons for Recommendations

- 6.1 2015 has been one of Gloucester's biggest years and the Action Plan has provided a real focus in the delivery of tourism in Gloucester. 2015 tourism activity in Gloucester has progressed at such a pace that the annual update has provided an opportunity to reflect upon the achievements made as well as areas which may not have performed so highly due to the pressures that 2015 has had.
- 6.2 It's essential to acknowledge all partners involved in the delivery of the Action Plan and to encourage all stakeholders and interested parties to think about the role in which they play in delivering the Action Plan. It's about thinking about what can be done collectively and in partnership to achieve this vision for tourism in Gloucester and ensuring that adequate resources are allocated.

7.0 Future Work and Conclusions

- 7.1 The Growing Gloucester's Visitor Economy Strategy will continue to be evaluated on an annual basis reflecting on the achievements and way forward. This will be in the form of a report to Cabinet.

8.0 Financial Implications

- 8.1 There are no direct financial implications to the City Council arising from the report. The City Council provides funding for Marketing Gloucester to carry out their activities. The amount of contribution for 2016/17 will be decided by the Council in February 2016.

(Financial Services have been consulted in the preparation this report.)

9.0 Legal Implications

- 9.1 There are no legal implications relating to this report.

(One Legal have been consulted in the preparation this report.)

10.0 Risk & Opportunity Management Implications

- 10.1 None at this stage. Appropriate risk management will be undertaken for each City Council project as they arise.

11.0 People Impact Assessment (PIA):

- 11.1 The PIA Screening Stage was completed and did not identify any potential or actual negative impact, therefore a full PIA was not required.

12.0 Other Corporate Implications

Community Safety

- 12.1 Safety requirements will be addressed by a lead officer/manager within each individual delivered project.

Sustainability

- 12.2 Sustainability issues will be addressed within individual projects within the action plan.

Staffing & Trade Union

- 12.3 Not applicable.