

Gloucester City Council

Meeting:	Cabinet	Date:	8th February 2017
Subject:	Growing Gloucester's Visitor Economy Action Plan Annual Update 2016		
Report Of:	Cabinet Member for Culture and Leisure		
Wards Affected:	All		
Key Decision:	No	Budget/Policy Framework:	No
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Appendices:	1. Growing Gloucester's Visitor Economy Action Plan Annual Update 2016		
	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 2016.

2.0 Recommendations

- 2.1 Cabinet is asked to **RESOLVE** that:

- (1) The achievements made in delivering the Growing Gloucester's Visitor Economy Action Plan be noted;
- (2) The activities planned by various partners be 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. A recent independent report has shown that the visitor economy in Gloucester is growing faster than any other area in the county, with total visitor spend in Gloucester in 2015 exceeding £200 million a 68% increase from 2013.
- 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 BRAG 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. Alternative options were considered during the strategy development stage, subsequently activity has been focussed on achieving the approved strategic objectives and alternative options have not been pursued.

6.0 Reasons for Recommendations

- 6.1 2016 has been a positive year for Gloucester in terms of its visitor economy and its cultural development.
- 6.2 The appointment of the Gloucester Culture Board and the first steps towards the establishment of a broad-ranging Gloucester Culture Trust to help put culture at the heart of the city will only drive Gloucester's growing visitor economy. In addition the Board is leading the submission of a Great Place bid for funding from Arts Council England, the Heritage Lottery Fund and Historic England. If successful the bid will bring £1.5m in funding towards an ambitious £3m three-year project to maximise the potential of Arts, Culture and Heritage to make Gloucester a Great Place.
- 6.3 The Summer of Music Arts and Culture (SoMAC) was a focal point in pulling together a coordinated programme of events to drive footfall into the city, therefore increasing visitor numbers and spend.

- 6.4 The update provides an opportunity to reflect on the impact of the actions and the achievements made by all parties involved but also to make note of the areas which may not have performed so highly in 2016. Factors that have had an impact on the speed of delivery of elements of the strategy include the scale and scope of SoMAC in 2016, the focus on adopting the Cultural Strategy and establishing the Board and the requisitioning of key officers to assist with the Together Gloucester project
- 6.2 It's important 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.
(Financial Services have been consulted in the preparation this report.)

9.0 Legal Implications

- 9.1 There are no specific legal implications relating to this report other than to note that Marketing Gloucester Limited is a company wholly owned by the City Council.
(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.