

Report to: Partnerships Scrutiny Committee

Date of Meeting: 8th March 2012

Lead Member / Officer: Head of Environment and Head of Planning,
Regeneration & Regulatory Services

Report Author: Strategic Regeneration Manager

Title: Tourism

1. What is the report about?

Scrutinising the benefits to Denbighshire of its involvement in the Tourism Strategy for North Wales 2010-15

2. What is the reason for making this report?

To evaluate the benefits realised from the current strategy and identify any areas of weakness or shortcomings which will assist the Committee in formulating recommendations for inclusion in the Destination Management Plan for Denbighshire which is currently being developed

3. What are the Recommendations?

To identify items to be addressed through the Destination Management Plan for Denbighshire which would ensure that visitors to the county enjoy a brilliant experience from as soon as they arrive in the county until they leave

4. Report details

Tourism Partnership North Wales (TPNW) is one of the four regional tourism partnerships in Wales and is set up as a company limited by guarantee. The County Council is represented on TPNW by the Cabinet Lead Member for Regeneration, Councillor David Thomas, who is a director of the company.

A Tourism Strategy for North Wales 2010-15 was prepared by TPNW and was launched by the former Minister for Heritage at Caernarfon on 22nd January 2010. The document sets out:

- the challenges for the future
- a strategy for tourism
- the region's distinctive strengths and how they might be projected
- the need for investment in product excellence

- the importance of providing an outstanding experience for visitors
- arrangements for working together in partnership
- priorities for North West Wales and North East Wales, and
- an action plan to deliver the strategy.

One of the priority actions for each local authority was to draw up a Destination Management Plan for its area. This is a framework for an integrated approach to managing tourism and the general environment in the area and prioritising investment accordingly. As there was no county wide association for the tourism trade in Denbighshire, part of the process for developing the plan involved establishing a shadow executive with membership drawn from businesses and others with an interest in the tourism sector to guide this work. Following an open forum which took place in September 2011, a shadow executive was formed with representation drawn from across the county and from different types of tourism business. An application was made for funding from TPNW to meet the costs of developing the Plan and now that this has been approved, work can get under way.

Members of the committee are invited to suggest items which could be addressed through the Destination Management Plan for Denbighshire and which would ensure that visitors to the county enjoy a brilliant experience from arrival to departure.

5. How does the decision contribute to the Corporate Priorities?

Contributes towards the corporate priority of Regenerating our Communities by improving the local environment and supporting the sustainable growth of the tourism sector

6. What will it cost and how will it affect other services?

There is no cost implication arising directly from this report.

7. What consultations have been carried out?

A tourism workshop was held for County Councillors on 17th May 2011.

An open meeting took place on 29th September 2011 at Theatr Twm o'r Nant in Denbigh at which an explanation of the concept of destination management was provided for tourism businesses and anyone else with an interest in the sector.

8. Chief Finance Officer Statement

Not applicable

9. What risks are there and is there anything we can do to reduce them?

The risk of not implementing improvements identified in the Destination Management Plan which would enhance the experience of visitors to the county has been mitigated by the establishment of an internal board involving the services which impact on visitors.

10. Power to make the Decision

Section 144 of the Local Government Act 1972 gives the County Council the power to encourage persons to visit its area for recreation

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