

EXECUTIVE – 5 JUNE 2013

REPORT TITLE: TOURISM STRATEGY 2013- 2018

REPORT OF DEPUTY CHIEF EXECUTIVE – COMMUNITY DIRECTION

WARDS AFFECTED: ALL WARDS



Hinckley & Bosworth
Borough Council

A Borough to be proud of

1. **PURPOSE OF REPORT**

To seek Members' endorsement of the Hinckley & Bosworth Tourism Partnership's Tourism Strategy and Blueprint for Action for 2013 to 2018.

2. **RECOMMENDATION**

That, Executive endorses the Hinckley & Bosworth Tourism Partnership's Tourism Strategy and Blueprint for Action for 2013 to 2018.

3. **BACKGROUND TO THE REPORT**

Operational from late 2004 and becoming an independent not-for-profit company in 2009, the H&B Tourism Partnership is well placed to make a valuable economic impact at the local level. There is a commitment to a practical remit for tourism covering product development, visitor information and services, industry services including local assessment schemes, skill development, and advice about grants and support to improve business performance.

Key achievements from the previous Tourism Strategy include:

- A successful membership scheme of the Partnership which currently has 60 active members supported by a board of unremunerated directors from the premier attractions, accommodation providers and Hinckley and Bosworth Borough Council
- The introduction of the new and improved Visitor Guide, of which two editions have been produced. 20,000 copies are distributed throughout the region and it is available on the website
- The introduction of an industry newsletter which is distributed to members throughout the year featuring valuable, up to date information about publicity campaigns, members' news and useful statistics
- Several leaflet swap and seminar events to encourage local business and tourism attractions to work together for mutual benefit. This also attracts national Government Ministers and our MP with the remit for tourism
- The introduction of the Local Accommodation Assessment Scheme enables businesses currently not accredited to become so at a reasonable cost. This was introduced to drive up the quality of our local accommodation stock and enable wider publicity

This new Strategy identifies the Hinckley and Bosworth Tourism Partnership's key strategic priorities for developing tourism in Hinckley and Bosworth and outlines an action plan for marketing development over the next five years. It is intended to assist in the targeting of resources and aims to maximise the potential benefits for Hinckley and Bosworth from the growth of tourism.

The 4 **key priorities** for H&B are:

Destination: promoting the wide range of quality attractions and accommodation highlighting the borough's diverse offer.

Positioning: working with a wide range of partners to ensure the area competes efficiently to enhance the visitor experience and ensure overnight stays and repeat visits.

People: ensuring a warm welcome in quality assessed accommodation and attractions; advocating for employment and skills development within the industry.

Intelligence: ensuring our local businesses are connected and have access to reliable sources of data.

Impact - Figures have shown that the visitor economy in Leicester and Leicestershire has continued to grow and reached £1.402 billion in 2011. This research also shows that the value of overnight stay visitors to Leicester and Leicestershire – the economic impact of the serviced and non-serviced accommodation sector – rose by 20 per cent over the last five years (from 2007 - 2011).

- The economic value for tourism in H&B (2011) = £155.75m *
 - Number of people employed in the industry in H&B = approx 2,200 jobs *
- * source STEAM data 2011

4. FINANCIAL IMPLICATIONS (DMe)

To support the tourism strategy any costs arising can be funded from existing budgets available of £3,360 within Tourism Promotion.

5. LEGAL IMPLICATIONS (AB)

None arising directly from this report.

6. CORPORATE PLAN IMPLICATIONS

This Strategy relates to the Corporate priority of 'A vibrant place to live and work', focusing on sustaining economic growth, as it aims to maximise the benefits of promoting the area to day visitors and to encourage greater impact from overnight stays. This will add to the retail economy of the area and also create employment in the catering and hospitality industry.

7. CONSULTATION

Consultation has been made with the H&B Tourism Partnership members and Leicestershire Promotions.

8. RISK IMPLICATIONS

None relating to this Strategy.

9. KNOWING YOUR COMMUNITY – EQUALITY AND RURAL IMPLICATIONS

There are no implications for equality

10. CORPORATE IMPLICATIONS

By submitting this report, the report author has taken the following into account:

- Planning Implications
- Voluntary Sector

Background papers: Refer to the full Strategy online

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