The Vale of Glamorgan Council

Cabinet Meeting: 30th April 2018

Report of the Cabinet Member for Regeneration and Planning

Draft Vale of Glamorgan Destination Management Plan

Purpose of the Report

1. To seek approval of the Draft Vale of Glamorgan Destination Management Plan 2018-2020.

Recommendations

1. That Cabinet approves the Draft Destination Management Plan 2018-20 appended to this report at Appendix A.

Reasons for the Recommendations

1. To agree the strategic objectives for tourism development in the Vale for 2018-20.

Background

2. All destinations in Wales are encouraged by Welsh Government to develop a Destination Management Plan (DMP) to formally outline their area's priorities for tourism development. Any applications for funding require evidence that proposals support the delivery of the Destination Management Plan for that destination.

3. The previous DMP expired in Dec 2017 and was produced by an external consultant on behalf of the Council. Following the adoption of that DMP in 2016, a formal Destination Management Partnership was formed to oversee the delivery of the plan.

4. The Destination Management Partnership has been integral to the development of the draft 2018-20 DMP in prioritising the key objectives for tourism in the Vale.

Relevant Issues and Options

5. The draft Vale of Glamorgan DMP 2018-20 is attached as Appendix A. Members should note that this is a draft version of the plan which will be fully formatted prior to publication.

6. The overarching vision for tourism in the Vale of Glamorgan is set out in the draft plan as:

'To create an attractive and vibrant tourism destination with a positive image for the Vale of Glamorgan capitalising on the Heritage Coast and proximity to Cardiff, encouraging the generation of higher spend and local income through sustainable development and quality facilities to enrich the experience for visitors and residents'.

7. The Partnership has identified 7 'Key Priority' areas for tourism. Full details are detailed in the draft plan, these are summarised as:

Key Priority 1 -To review, improve and expand the range of high yield accommodation provision with particular emphasis on both longer stay, and budget/cost effective accommodation provision in the Vale.

Key Priority 2 - To develop the Vale as a high quality event based destination providing innovative and sustainable events throughout the year.

Key Priority 3 - To explore and exploit all avenues to raise the profile of the Vale of Glamorgan combining traditional marketing methods with new/innovative digital techniques to target the visitor market.

Key Priority 4 - To ensure visitor data on which priorities are based are fit for purpose, up to date and relevant at all times.

Key Priority 5 - To ensure the overarching principle across all tourism activity is to maintain growth in value for the tourism industry across all sectors.

Key Priority 6 - To strive for maximum value through positive partnership working across all sectors

Key Priority 7 - To maintain and provide quality provision and infrastructure across all aspects of the physical environment throughout the Vale.

Resource Implications (Financial and Employment)

8. The Council has a tourism development budget which is allocated to support initiatives which deliver the key priorities in the draft DMP.

9. In addition, Regeneration, Events and Town Centre Development functions are integral to the key priority areas within the Destination Management Plan 2018-20.

10. External funding is sought to deliver elements of the DMP as and when opportunities arise. This includes partnership working with external partners, Welsh Government grant schemes, and partnership working with internal departments, for example Creative Rural Communities, to develop initiatives.

11. By aligning with the Plan other members of the Partnership can use the DMP to help secure external grant funding, e.g. for business investment.

Sustainability and Climate Change Implications

12. Tourism contributes £221.6 Million to the local economy. Increased growth in the tourism economy supports increased economic growth, and employment opportunities.

13. The DMP identifies the extension of the tourism season beyond the traditional summer holidays as a key priority, thus promoting a more stable and sustainable economic environment.

14. The development of a stable and growing tourism economy attracts inward investment from the private sector, allowing Council funds to be used more effectively to support the local economy.

Legal Implications (to Include Human Rights Implications)

15. There are no Legal implications associated with this report.

Crime and Disorder Implications

16. There are no Crime and Disorder implications associated with this report.

Equal Opportunities Implications (to include Welsh Language issues)

17. The approved DMP will be translated into Welsh for final publication.

Corporate/Service Objectives

18. The aim of the Draft DMP 2018-20 is to raise the profile of the Vale of Glamorgan to the visitor market as well as contributing to regeneration objectives, supporting the local economy.

19. The Corporate Plan (2016 – 2020) sets out a clear vision for the future. 'Strong communities with a bright future', and the 4 key values in delivering that vision are:

    'Ambitious', 'Open', 'Together' and 'Proud'.

    The draft Vale of Glamorgan DMP Plan sits at the heart of Wellbeing Outcome 2: An environmentally responsible and prosperous Vale - Objective 3: Promoting regeneration, economic growth and employment.

20. LDP Policy MG29 and MD13 supports tourism development subject to specific criteria.

Policy Framework and Budget

21. This report is a matter for Executive decision by Cabinet.

Consultation (including Ward Member Consultation)

22. No Ward member consultation has taken place in relation to this report as it impacts Vale wide.

Relevant Scrutiny Committee

23. Environment & Regeneration.

Background Papers

None.

Contact Officer

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Officers Consulted

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Responsible Officer:

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