

Hambleton District Council

Report To: Cabinet

Date: 8 June 2021

Subject: **Hambleton Tourism Plan**

Portfolio Holder: Economic Development and Finance
Councillor P R Wilkinson

Wards Affected: All Wards

1.0 Purpose and Background

- 1.1 This report seeks approval for the Hambleton Tourism Plan and associated resources to support its implementation.
- 1.2 In July 2020 Hambleton appointed a Tourism Advisor for 12 months to provide direct support to the Tourism sector and assist in the development of the Council's emerging Economic Response and Recovery Plan, particularly the elements in relation to tourism and supporting Vibrant Market Towns.
- 1.3 The Tourism Advisor has worked alongside the Business and Economy Team, working closely with the Vibrant Market Town's Officers and the Council's Communications Manager. A Tourism Plan has been developed to support the marketing and promotion of the District and promote Hambleton as a destination in its own right and engaging with tourism and hospitality professionals. This is attached at Annex A to the report.
- 1.4 Working relationships have been established across both the public and private sector to support tourism businesses and those associated as part of Hambleton's Economic Response and Recovery Plan. A Hambleton Tourism Forum of industry representatives has been established and had its first meeting on the 15th March 2021.
- 1.5 The current Tourism Advisor contract ends on the 2nd July and consideration has been given to how this work can be supported for the next 12 months. It is recommended that a further tourism industry expert with knowledge of the tourism industry, awareness of Hambleton and the tourism businesses in the district and an understanding of working with the public sector is appointed to focus on delivering the Tourism Plan.
- 1.6 The new appointment will continue to work with both the World of James Herriot in Thirsk and the Herriot Country Tourism Group as well as the newly established Hambleton Tourism Forum at a local level. At a strategic level the Tourism Plan is consistent with the Plans of both the York & North Yorkshire Local Enterprise Partnership and Welcome to Yorkshire.

2.0 Link to Council Priorities

2.1 The Tourism Plan supports the Council's priority of driving economic vitality; including supporting the development of Vibrant Market Towns. It also supports the short term economic recovery and long term future sustainability of the District.

3.0 Risk Assessment

3.1 Risk in not approving the recommendations

Risk	Implication	Prob	Imp.	Total	Preventative Action	Net Prob	Net Impact	Net total
Reputational Risk to the Council	Council may be criticised if the work which has been started is not taken forward	4	4	16	Approve the Plan	2	3	6

3.2 Risk in approving the recommendations

Risk	Implication	Prob	Imp.	Total	Preventative Action	Net Prob	Net Impact	Net total
The Council is unable to deliver the proposed projects within the Plan	Economic impacts and community benefits are not realised Negative publicity for the Council	3	4	12	Strong project management Effective engagement with key stakeholders Monitor closely	2	2	4

3.3 The risk of not agreeing with the recommendations outweighs the risk of agreeing with the recommendations. It is therefore considered acceptable to approve the recommendations.

4.0 Financial Implications

4.1 The cost of employing a Tourism Advisor 3 days/week for a further 12 months is £32,500. It is recommended that this is funded through the Business & Economy salary budget which is currently carrying a vacant Project Manager post.

4.2 To date there has been no specific budget identified to support the delivery of the Tourism Plan. In order to build momentum it is recommended that consideration is given to allocating a budget of £30,000 to support the delivery of the activities as set out in the Tourism Plan attached at Annex A.

4.3 It is recommended that initially in 2021/2022 this is funded through the Economic Development Fund. A review of the implementation of the Plan will take place in 6 months' time and will feed into the revenue budget setting process for future years. In parallel, the Business & Economy Team will continue to pursue opportunities to secure external funding or use recovery funding which has been allocated to the Council to support this work.

5.0 Legal Implications

5.1 Legal issues have been considered however there are no issues associated with this report.

6.0 Equality/Diversity Issues

6.1 Equality and diversity issues have been considered however there are no issues associated with this report.

7.0 Recommendation

7.1 It is recommended that:-

- (1) Cabinet approves and recommends to Council that the Hambleton Tourism Plan is approved; and
- (2) Cabinet approves the resources of £62,500 to support the implementation of the Tourism Plan as set out in paragraphs 4.1 to 4.3 of the report.

Mick Jewitt
Deputy Chief Executive

Background papers: None

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