

SCRUTINY PANEL

2nd April 2014

TOURISM REPORT ON ACHIEVEMENTS WITH S106

Report of the Director of Places (Development and Economy)

STRATEGIC AIM:	Creating an active and enriched community
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1. PURPOSE OF THE REPORT

- 1.1 To advise the Schedule 1 Planning Obligations agreed with Anglian Water (Reference Deed, April 5th 2007).
- 1.2 To provide a report on tourism achievements brought about with S106 funding over the period 2007- 2012

2. RECOMMENDATIONS

- 2.1 **That the Panel notes the achievements in Tourism brought about with Section 106 funding over the five year period 2007-2012.**

3. BACKGROUND

- 3.1 The main Planning obligation agreed with Anglian Water for Tourism was the contribution to the Council's Tourism budget of the sum of £490,000 primarily (but not exclusively) as payment towards the salary and employment costs of two employees to be employed by the Council commencing on or about 1st April 2007.
- 3.2 A Tourism Unit was established following recruitment of a Senior Tourism Officer in May 2007 and Tourism Officer in October 2007. Using the Tourism Blueprint for Action (2004-2007) as a baseline, the team researched and developed the Rutland Tourism Strategy 2007-2012.
- 3.4 Working in partnership with the Tourism Unit was a Tourism Committee comprising representatives of the main service sectors and Anglian Water.
- 3.5 The draft Rutland Tourism Strategy (2007-2012) was presented to the first Tourism Forum held in November 2007 and subsequently approved by the Tourism Committee. A Tourism Work Programme set out within the strategy was monitored to ensure effective delivery and achievement against objectives, milestones, actions, target dates.

- 3.9 Regular meetings with Anglian Water reviewed actions against specific key performance indicators:
- a) support for the operation of Rutland Tourism Information Centre at Sykes Lane;
 - b) promoting the wider benefits of Anglian Water and Section 106 mitigation works;
 - c) developing partnerships between Rutland Water, local tourism and accommodation providers to promote longer stays;
 - d) promoting an integrated strategy between stakeholder groups and Planning authorities to encourage sustainable access links with the attractions in Rutland and the surrounding Counties;
 - e) and to promote the development of Rutland Water as a central recreation, leisure and open space provision for the County.

4. THE RUTLAND COUNTY COUNCIL TOURISM STRATEGY (2007-2012)

4.1 The Tourism Strategy focussed on three key strategic objectives:

- a) Building & Consolidating a Brand
- b) Improving Quality of the Tourism Product
- c) Developing Sustainability

4.2 The mission statement was “To deliver a sustainable, quality tourism industry, in keeping with the natural beauty and historic heritage of Rutland which attracts a wide range of visitor types year round”.

4.3 Strategic aims included:

- a) Increasing the number of accommodation providers taking part in the Grading Scheme to 48 by 2010(exceeded as 60 providers were taking part by May 2010).
- b) Increasing the number of bed spaces and bed nights by 5% (exceeded as bed spaces increased by 13% between 2007 and 2012).

4.4 The strategy was clearly defined and cohesive and aimed at raising the profile of Rutland as a tourism destination and to develop a programme of work to ensure its sustainability beyond that time.

4.5 Working initially with Leicestershire Promotions Ltd and then with Lincolnshire Tourism, Discover Rutland is now solely responsible for the destination management and promotion of tourism in Rutland and the awareness of Rutland has grown due to national exposure and numerous promotions and links with VisitEngland.

5. ACHIEVEMENTS SINCE 2007

5.1 The notable achievements over this period have included the creation and management of the Discover Rutland website; production of quality publications including the annual guide and suite of local leaflets; implementation of local festivals; compiling crucial contact databases (industry, journalists, over 18,000 customer contacts); provision of training courses for the industry; becoming a recognised and essential contact for tourism matters for both industry and consumers; and delivering a successful marketing plan to promote the county. Further detail is provided in Appendix A to this report.

- 5.2 Appendix B shows the modelled STEAM (Scarborough Tourism Economic Activity Monitor) for the period 2008-2012 (Economic Impact, Tourist Days, and Tourist Numbers). Despite the impact of the recession over the latter part of this period, when the East Midlands declined by 11.9%, Rutland tourism performed relatively better, only experiencing a reduction of 3.8%.
- 5.3 In 2012, Tourism contributed £93.4 million to the Rutland Economy with 45% of revenue coming from overnight visitors (compared to £89.3m and 46% in 2008). Appendix C shows that despite poor weather during the peak period of 2012 causing a reduction in tourist numbers, revenue figures remained similar to 2011. This reflects that the brand is successfully capturing its target audience of quality, affluent visitors.
- 5.4 In 2012, the Discover Rutland website had 102,800 unique visits between April and October (compared to 23,000 for the same period in 2008). This has since grown in 2013 to 134,500 visits.

6. GOING FORWARD - THE RUTLAND TOURISM VISION 2012-2015

- 6.1 The Rutland Tourism Vision aims to build on the 2007-12 achievements, extending the tourism season and continuing to work with key partners, and has been approved by the Tourism Committee.
- 6.2 The Vision focuses on three main objectives:
- a) Recognising and enhance the Rutland offer
 - b) Identify, attract and satisfy Rutland's key audiences
 - c) Ensure a Sustainable Future for Tourism in Rutland

7. RISK MANAGEMENT

RISK	IMPACT	COMMENTS
Time	High	Milestones were set which were realistic and achievable. The resource time provided by having two tourism officers was critical to the success of Discover Rutland, the promotion of the offer and in building stakeholder relationships.
Viability		The Section 106 funding has provided a sustained period in which to develop, promote and enhance the tourism offer. There are a number of actions in the Rutland Tourism Vision to help ensure viability going forward.
Finance	High	The Section 106 contribution was received in annual instalments. It is highly unlikely that funding on this scale will be achieved in the future to support tourism.
Profile	High	The profile of Tourism both within the County and nationally and internationally has been positively raised.
Equality and Diversity		An equality and diversity statement was not a requirement at the time. However promotional materials follow non-discriminatory practices and positively encourage visitors to the County from diverse backgrounds and ethnicity.

Background Papers

Background File Ref:

Rutland Tourism Vision 2012-2015

A 5 year Tourism Vision 2012-2015

Rutland Water Section 106 Deed, April 2007

Rutland Blueprint 2004-2007

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