
Destination Management Plan Update

To: **Cabinet - 11 September 2014**

Main Portfolio Area: **Tourism**

By: **Cllr Johnston, Leader of Council and Cabinet Member for Tourism**

Classification: **Unrestricted**

Ward: **Thanet Wide**

Summary: **This report provides an update on the delivery so far of the adopted Destination Management Plan.**

For Decision

1.0 Update

- 1.1 In 2012 VisitEngland bought out principles for developing Destination Management Plans and Thanet was the first authority in Kent to use these guidelines, to develop our own Destination Management Plan (DMP). The DMP was adopted a year ago and since then there has been lots of activity to deliver towards the priorities of the plan.
- 1.2 The Council engaged Tourism Works, a local tourism consultancy made up from Fran Warrington (Kent County Council and Visit Kent experience) and Kiki Case (Isle Magazine experience) to help deliver the DMP by working through the sector. The aim of working with an external organisation was to:
- Bring external perspective and expertise in managing the stakeholders
 - Add value to the process
 - Achieve buy-in from stakeholder
 - Add capacity to Council delivery
- 1.3 Tourism Works have provided an update, attached in Annex 1, on the work that has been delivered so far on the DMP. As their report highlights there has been a huge amount of engagement and work that has taken place which has provided an invaluable resource for the council to support delivery of the DMP. Their initial contract was for one year which comes to an end in November, 2014.
- 1.4 Since the DMP was adopted Cabinet have allocated £500,000 in reserves to help deliver the priorities of the plan. The ambition is that this funding will deliver projects that support the priorities of the DMP, projects are sustainable and provide a lasting impact on the destination, where possible match funding is provided from other sources and the projects add value and improvements that make a difference for visitors, residents and businesses.
- 1.5 Development of the projects takes time, which is often the case when working with a number of different stakeholders, who all have pressures on their time. However, one of the priority projects was to have a Beach Management Plan which includes an audit of the districts beaches and bay and a number of recommendations on how to improve the beach offering along the coastline. The Beach Management Plan was

developed by consultants who know the district well and was written in consultation with relevant stakeholders. The plan will be brought to Cabinet for adoption later in the year once officers have had time to speak to beach businesses (out of season).

1.6 In July, 2014 officers requested funds from the DMP Reserves to match some Interreg funding that Visit Kent had to help deliver against some of the recommendations from the draft Beach Management Plan. A Decision notice was agreed and a total amount of £70,000 (half Interreg and half reserves) is being used to deliver the below:

- Provide an inventory of the coastal shelters with an understanding of potential costs of repairs, options for refurbishment including funding and organisations who could be custodians of the shelters to ensure their future sustainability;
- A review of all of the beach showers, identifying the correct location and any works required to improve the user experience of showers on the beach. This will be used to access funding to improve the shower provision where it is most needed;
- A series of case studies will be developed to promote to inward investors about successful tourism sector businesses already in the district. This will include a range of businesses across the sector, both inward investors and those who have developed their product over time;
- Feasibility study for a Beach Club to be developed at Ramsgate. This will identify the types of uses that would be sustainable at Ramsgate, the scale of opportunity and identify how to take it forward.

This work is currently being delivered due to the tight timescales from the Interreg funding.

1.7 This Cabinet report is to note the update from Tourism Work, the Decision notice for the delivery of activities from the Beach Management Plan and to also note that there is great drive and ambition from the Council and its partners to develop and improve Thanet as a destination and that there is great desire for this to continue. The DMP was developed in a very consultative way with priorities and projects having come directly from the sector. It therefore provides all partners and stakeholders with a quality framework within which to deliver and provides the council with an opportunity to manage people expectations about what can be delivered. These are exciting times for Thanet as a destination and the plan helps the area as a whole to take advantage of opportunities for Thanet's economic growth and regeneration.

2.0 Corporate Implications

2.1 Financial and VAT

2.1.1 There are no financial implications from this report.

2.2 Legal

2.2.1 There are no legal implications from this report.

2.3 Corporate

2.3.1 The DMP supports the delivery of the below priorities of the Council's Corporate Plan 2012-2016:

- Priority 1: support the growth of our economy and the number of people in work;
- Priority 3: support our community and voluntary organisations;
- Priority 8: support excellent and diverse cultural facilities and activities for our residents and visitors;

- Priority 9: support a broad range of sports, leisure and coastal activities;
 Priority 10: influence the work of other agencies to ensure the best outcomes for Thanet;
 Priority 11: protect and preserve our public open spaces.

2.3.2 Tourism and the visitor economic is a priority in Thanet, recognised by the Corporate Plan and the Economic Growth and Regeneration Strategy. The Economic Impact of Tourism in Thanet Report 2011 identified that there were a total of 3,128,000 visitors, creating a total economic impact of £230,373,000 and 5,477 jobs – highlighting its importance to the local area.

2.4 Equity and Equalities

2.4.1 The development of the DMP was carried out using the VisitEngland guidelines and principles. Where relevant, an EIA will be completed against the different priority activities and actions.

3.0 Recommendation

3.1 Officers request that Cabinet note the update from Tourism Works (attached).

Contact Officer:	Louise Askew, Economic Development Manager Paula Harbidge, Tourism Manager
Reporting to:	Edwina Crowley; Head of Economic Development and Asset Management

Annex List

Annex 1	Tourism Works Thanet Destination Management Plan update report
Annex 2	Thanet DMP Steering and Working Group Members

Background Papers

Title	Details of where to access copy
<i>Thanet Destination Management Plan</i>	www.thanet.gov.uk
<i>The Economic Impact of Tourism on the District of Thanet 2011</i>	Tourism Department

Corporate Consultation Undertaken

Finance	NA
Legal	NA