

CYNGOR SIR POWYS COUNTY COUNCIL

**REPORT FOR DELEGATED DECISION
County Councillor Wynne Jones
Portfolio Holder for Regeneration and Culture**

21st June 2011

REPORT AUTHOR: Senior Manager : Policy and Regeneration

SUBJECT: Mid Wales Regional Tourism Strategy

REPORT FOR: Portfolio Holder Decision

1. Summary

1.1 The report outlines the contents of the Regional Tourism Strategy prepared by The Tourism Company on behalf of the Tourism Partnership Mid-Wales (TPMW). It seeks endorsement for the Strategy and authorisation for officers to carry out discussions through TPMW of the contributions that the County Council can make to the delivery of the actions identified.

2. The Mid Wales Regional Tourism Strategy

2.1 The Tourism Company were commissioned through TPMW to prepare a document to provide a strategic direction for all partners engaged in tourism in the Mid-Wales region. The aim is to ensure that all parties co-ordinate their activities and work to common goals.

2.2 The strategy addresses :

- The broader policy context under which the industry works;
- The organisation of tourism in Wales;
- Tourism in the Region now;
- Regional issues

It goes on to propose a strategy and sets out an action plan to facilitate its delivery.

2.3 A full copy of the Strategy is attached as appendix 1. It has been developed according to the principles of partnership and collaborative working, reflecting national priorities and delivering rural regeneration. Four objectives have been identified as follows :

1. To organise tourism resources in the most effective manner across the Region;

- Creating appropriate structures
 - Marketing support
2. To provide the appropriate infrastructure and high quality, sustainable, distinctive destinations, facilities and services, that will encourage more visitors to visit throughout the year, thereby encouraging growth in the visitor economy;
 - Improved infrastructure
 - Product development
 3. To encourage more local people to follow and develop worthwhile careers in the tourism industry;
 - Promoting tourism careers
 - Improving human resources for tourism
 4. To maximise opportunities for tourism development with and between different agencies.
 - Advocacy and brokerage
 - Research and evaluation
- 2.4 For each objective, a series of actions is proposed which is summarised in the last 3 pages of the appendix. The actions are scheduled to be phased over a 5 year period and lead and supporting agencies to enable delivery are identified. Whilst many actions can be carried out within existing budgets, some may involve additional costs. Therefore, further officer level discussions are necessary on the contribution that Powys County Council is able to make to the delivery of these actions. There will then have to be consideration by the Cabinet of any potential resource implications before they can be sanctioned. At this stage, the Portfolio Holder is simply requested to endorse the Strategy in principle pending the outcome of the officer level discussions of the actions.

3. Proposal

- 3.1 It is proposed that the Portfolio Holder agree to endorse the Mid Wales Regional Tourism Strategy in order to facilitate discussion, in conjunction with its partners in TPMW, of the delivery of the actions identified in the Strategy.

4. Corporate Improvement Plan

- 4.1 The Strategy will help to contribute to the Regeneration priority in the evolving Powys Change Plan and has been developed in accordance with that plan through partnership working under the auspices of TPMW. There is a risk that other partner organisations may not agree to endorse the Strategy but it is considered to be unlikely because, as explained earlier, it has been developed in consultation with partners in the TPMW. Whilst there could be resource implications for the Council, approval is only sought for officer discussions about the delivery of actions at this

stage. Further consideration will need to be given after this by the Cabinet before individual actions and projects are sanctioned and any resource contributions agreed.

5. Options Considered/Available

- 5.1 It would be possible to continue without a strategy but this would mean that there would be no strategic direction for regional tourism activities and no co-ordinated plan of action agreed with partners. Whilst an alternative strategy could be proposed, this Strategy has been developed in conjunction with partners in TPMW and therefore represents a broad consensus as to the direction to take in promoting tourism in the region.

6. Preferred Choice and Reasons

- 6.1 The preferred choice is that the Portfolio Holder agrees to endorse the Mid Wales Regional Tourism Strategy and gives authority for officers to discuss, in conjunction with its partners in TPMW, the actions identified in the Strategy. This will enable the Cabinet to consider subsequently the contribution that Powys County Council can make to the delivery of these actions and any resources that would be required.

7. Sustainability and Environmental Issues/Equalities/Crime and Disorder,/Welsh Language/Other Policies etc

- 7.1 The Strategy has taken account of the relevant issues in the course of its preparation and any actions subsequently agreed will continue to do so in their implementation.

8. Local Member(s)

- 8.1 The Strategy is relevant to all Members and all parts of the County.

9. Other Front Line Services

- 9.1 The Strategy will primarily involve tourism and regeneration functions within the Regeneration and Development service area within the Council.

10. Support Services (Legal, Finance, HR, ICT, BPU)

- 10.1 The Principal Accountant for Community, Skills and Learning comments that

11. Local Service Board/Partnerships/Stakeholders etc

- 11.1 The report explains that partner organisations have been involved in the development of the Strategy under the auspices of TPMW.

12. Communications

12.1 The communication of the Strategy and individual actions to be developed under it will need to be addressed in conjunction with the Council's communications team and TPMW.

13. Statutory Officers

13.1 The Strategic Director, Finance & Infrastructure comments that :

The Strategic Director, Law & Governance comments that :

14. Members' Interests

14.1 The Monitoring Officer is not aware of any specific interests that may arise in relation to this report.

Recommendation:	Reason for Recommendation:
That the Portfolio Holder for Regeneration and Culture agree to endorse the Mid-Wales Regional Tourism Strategy, June 2011 and authorises officers to enter into discussions through Tourism Partnership Mid-Wales about the contributions that Powys County Council can make to the delivery of actions under the Strategy.	To facilitate the development of tourism in the region.

Relevant Policy (ies):	Powys Change Plan and the emerging One Powys Plan		
Within Policy:	Y / N	Within Budget:	Y / N To be the subject of further consideration at a later date

Relevant Local Member(s):	All Members
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Person(s) To Implement Decision:	Julie Lewis : Tourism and Marketing Manager
Date By When Decision To Be Implemented:	22/6/11

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Background Papers used to prepare Report:

Mid Wales Regional Tourism Strategy, June 2011.