
TITLE: Draft East Cambridgeshire Tourism Strategy and Action Plan

Committee: Community Services Committee.

Date: Wednesday 13th March 2019

Author: Lewis Bage, Communities and Partnerships Manager

[T218]

1.0 ISSUE

1.1 To note and approve the Draft East Cambridgeshire Tourism Strategy and Action Plan.

2.0 RECOMMENDATION(S)

2.1 Members are asked to:

- (i) To approve the Draft East Cambridgeshire Tourism Strategy and Action Plan

3.0 BACKGROUND

3.1 The East Cambridgeshire Tourism Strategy outlines the Council's commitment to ensuring that the value of tourism is recognised and that its economic value is maximised for the benefit of the entire district. This strategy draws upon the components that make up the area's unique tourism offer and identifies outcomes that will benefit the whole of East Cambridgeshire.

3.2 The Strategy seeks to deliver the following aims:

- Maximise visitor spend for the benefit of local businesses and communities;
- Increase the footfall and spread of visitors across the district.

3.3 The Council will seek to achieve the aims of the strategy through the following three interdependent objectives:

- Increase awareness and promote a joined-up approach;
- Remove barriers and negative perception;
- Encourage visitors to stay longer and to come back.

4.0 ARGUMENTS/OPTIONS

4.1 Research has been conducted to identify key information necessary for the planning and development of the Tourism Strategy, including the profiles of current visitors, gaps in the existing visitor base and the components of the existing visitor product.

800 visitors at key attractions across the district and the immediate surrounding area were surveyed.

Research findings include:

- There are 30 visitor attractions in East Cambridgeshire;
- There are 100 public houses, bars and eateries in East Cambridgeshire;
- East Cambridgeshire is perceived to have a number of key attributes for different visitor types including horse sport and culture, strong National Trust estate, heritage and historic architecture and the outdoors and unspoilt nature;
- More than two thirds of visitors are arriving as part of a group including immediate family;
- More than half of all visitors make their way homewards after leaving their current location;
- With the exception of gate fees, the highest spenders currently are the youngest type, and also the 45 to 55 age group;
- 1% of visitors were a part of a coach or minibus party;
- With the exception of visitors from the Norwich area, the district's most valuable visitors come from beyond East Anglia. The highest spending visitors were those that travelled the furthest to get here;
- There is no predominantly recognised name for the East Cambridgeshire area;

4.2 Recommendations have been carefully considered to add value to existing visitor provision and to provide an effective, joined-up approach for the benefit of the entire district. Recommendations include:

- Develop and launch a new tourism website for the whole of East Cambridgeshire
- Explore the feasibility of the development of a new district wide brand
- Engage with other organisations and neighbouring areas to explore opportunities to work collaboratively in order to achieve a stronger visitor economy

4.3 The recommendations of the strategy were shared with a range a stakeholders including attractions and parish councils. Generally there was support for the implementation this strategy from the attractions. Acknowledgements were received from some parish councils advising that they had no comments. Of the approximate 110 comments received, around 80% of them could be addressed through the implementation of the recommendations of the strategy.

4.4 An Action Plan (Appendix ii) has been formulated which sets out how the Council will seek to deliver the strategy's recommendations.

5.0 CONCLUSIONS

- 5.1 An East Cambridgeshire Tourism Strategy and Action Plan will seek to maximise visitor spend for the benefit of local businesses and communities and increase the footfall and spread of visitors across the district.
- 5.2 In October 2017 Council approved an allocation of £70,000 in 2018/19 to implement the strategy and £20,000 a year thereafter for the ongoing costs relating to the strategy. The table below identifies spend arising from the recommendations of implementing the initial recommendations of the strategy.

To date the Council has spent £25,000 on developing the strategy. This includes the cost of the research identified in 4.1 above.

Website Development	£10,000
Operating Costs (Domain and Hosting)	£1,200 per annum
Search Engine Ranking	£700
Temporary Staff Resource (6 month fixed term)	£13,000
Branding/Logo Design	£5,000
Estimated Total	£29,900

6.0 FINANCIAL IMPLICATIONS/EQUALITY IMPACT ASSESSMENT

- 6.1 The financial implications are identified in 5.2 above. The underspend in 2018/19 will be carried forward to 2019/20. These costs can be met from the existing budget allocation. The ongoing resources required following the launch of the new website will be assessed in due course. The level of resource required will reflect the budget allocation of £20,000 per annum.

7.0 APPENDICES

- 7.1 Appendix i – Draft East Cambridgeshire Tourism Strategy
Appendix ii – East Cambridgeshire Tourism Action Plan
Appendix iii – EIA
Appendix iv – EIA - Full Assessment

Background Documents

Draft East Cambridgeshire
Tourism Strategy
East Cambridgeshire
Tourism Action Plan

Location

Room
F008, The
Grange

Contact Officer

Lewis Bage
Communities and Partnerships
Manager
(01353) 665555
E-mail:
lewis.bage@eastcambs.gov.uk