

8.2 CA/063/15 TOURISM STRATEGY

Decision

That the Tourism Strategy be adopted by Council.

Reason for Decision

To introduce the Tourism Strategy and associated action plans.

Implications

Financial

Previously Dacorum Borough Council (DBC) allocated a total of £200,000 across two years towards this work through the Dacorum Look No Further funding. Funding has now been agreed for a further 2 years. This post will seek to self-fund after this period.

Value for Money

This work aims to increase footfall and therefore spend within the borough into the tourism economy. Ultimately this will allow these businesses to grow and expand, creating local employment opportunities.

Risk Implications

Risk Assessment completed as part of the Dacorum Look no further (DLNF) Project Initiation Document (PID).

Equalities Implications

Equality impact assessment carried out as part of DNLF PID

Health And Safety Implications

None identified.

Monitoring Officer/S.151 Officer Comments

Monitoring Officer: No comments to add to the report.

Deputy S.151 Officer: The costs for the activity are contained within the revenue budget and any carry forward of surplus externally generated funding will be through the usual year end processes.

This is the second time funds have been approved to pump prime the project. In order to provide assurance that the project will be self-financing within the required two years careful monitoring against the assumptions set out in section 5.5 in the annex will be required and key milestones set if required.

Advice

Councillor Sutton congratulated Sue Lea on the Tourism Strategy launch event stating that it was a well put together and well received event. He advised it is about taking on board partners who want to be a part of the Tourism Strategy. He went on to advise that this is an important strategy as the way that the town will generate in the coming years there will be a need for more hotels and restaurants and that Sue Lea had laid the foundation for that.

Councillor Williams stated that he had been at the launch and was pleasantly surprised by the number of people who had attended but enquired as to how successful sign up had been.

Sue Lea advised that 19 companies had signed up so far with more coming in.

The committee agreed to recommend the report to Council.

Consultation

Consultation took place with:

Local Enterprise Partnership (LEP), HCC, Tourism Partnership, Local Businesses

Voting

None.