

SUBJECT:	2016 DESTINATION PERFORMANCE & DESTINATION MANAGEMENT PLAN REVIEW
MEETING:	ECONOMY & DEVELOPMENT SELECT COMMITTEE
DATE:	19 OCTOBER 2017
DIVISION/WARDS AFFECTED:	ALL WARDS

1. PURPOSE:

- 1.1 To provide members with a report card that considers Monmouthshire Tourism Performance for 2016 against the objectives and outcomes set out in the Council's Improvement Plan and to present the revised Destination Management Plan 2017-2020.

2. RECOMMENDATIONS:

- 2.1 Members should use this report and the associated indicators to scrutinise whether services are being delivered in line with expectations and are contributing to the agreed outcomes.
- 2.2 To seek Select Committee's endorsement of Monmouthshire's Destination Management Plan 2017-2020 prior to its consideration by Cabinet.

3. KEY ISSUES:

- 3.1 This report card for Tourism provides a line of sight between Tourism activities and the outcomes and priorities which the council is committed to.
- 3.2 This report provides members with the baseline information to assess where we are and what progress we are making to demonstrate whether anyone is 'better off' as a result of our work.
- 3.3 Appended to this report is Monmouthshire's revised [Destination Management Plan](#). The purpose of the Plan is to establish a clear framework for public, private and voluntary sector partnership working to address the identified priorities and deliver year round sustainable tourism growth to maximise the economic, social and environmental benefits of tourism across all parts of Monmouthshire.
- 3.4 Monmouthshire's previous Destination Management Plan (DMP) came to an end 31 December 2015. This Plan has been reviewed and a revised Destination Management Plan for the period 2017-2020 has been developed in consultation with stakeholders. The draft plan has recently undergone further consultation and been updated to reflect feedback received.

4. REASONS:

- 4.1 Tourism is vital to Monmouthshire's economy generating income to support a wide range of businesses that directly or indirectly benefit from visitor spending or that supply or service the county's tourism industry, including the retail and catering sectors and food and drink producers.

5. RESOURCE IMPLICATIONS:

- 5.1 This report card highlights performance against key performance indicators for 2016. In a climate of increasingly stretched resources it is vital to focus firmly on priorities and to maximise partnership working and opportunities to access external funding.

6. WELLBEING OF FUTURE GENERATIONS IMPLICATIONS (INCORPORATING EQUALITIES, SUSTAINABILITY, SAFEGUARDING AND CORPORATE PARENTING)

- 6.1 If the Destination Management Plan is approved it will have positive effects on all well-being goals, particularly help towards delivery of the well-being goal for resilience, and will meet all of the sustainable development principles. Monitoring will be via the proposed Monmouthshire Tourism Action Group.
- 6.2 A Future Generations Evaluation is attached. This includes Equalities and Sustainability Impact Assessments (attached as Appendix 2).

7. CONSULTEES:

- 7.1 A wide range of key tourism businesses and stakeholders were involved in the review of the Destination Management Plan, including 108 Monmouthshire businesses who responded to the consultation survey.

8. BACKGROUND PAPERS:

- 8.1 Appendix 1: Monmouthshire Destination Management Plan 2017-20
- 8.1 Appendix 2: Future Generations Evaluation

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