

**Destination Management Strategy for Mid Devon**

**Cabinet Member(s):** Cllr Richard Chesterton  
**Responsible Officer:** Stephen Walford, Director for Growth

**Reason for Report:** To present to committee the finalised Destination Management Strategy.

**RECOMMENDATION:** To recommend to Cabinet that the Destination Management Strategy be recommended to Council for approval.

**Relationship to Corporate Plan:** It supports the aims of the Corporate Plan's Economy objectives and in particular Aim 4 - Grow the tourism sector:

- Increase the number of people visiting, staying and spending money in the District
- Improve the marketing of Mid Devon as a visitor destination

**Financial Implications:** There are no financial implications envisaged with regard to adopting the Strategy. However as work on the emerging Economic Strategy evolves, destination management actions will be considered alongside other economic development projects with regard to prioritisation of projects within existing budgets.

**Legal Implications:** None

**Risk Assessment:** None

**Equality Impact Assessment:** None

**1.0 Background**

- 1.1 The Destination Management Plan for Mid Devon is a strategic document for promoting tourism within the District and provides a framework for joint activity with key stakeholders and individual tourism businesses.
- 1.2 Research was undertaken on behalf of the Council in 2016 on the tourism sector within the district and the findings were used to develop a draft Destination Management Plan. This was subject to consultation with tourism businesses and other external and internal stakeholders. The consultation responses were collated, and incorporated into a final revision of the Destination Management Plan which is now being presented to the Policy Development Group. Officers have also taken the opportunity to update the strategy to reflect modifications to the Local Plan Review such as the proposed allocation at Junction 27 for a major tourism and leisure development. The Local Plan Review will be subject to examination later in 2018.

- 1.3 The Demand Management Strategy will ultimately be accompanied by an action plan; however this will need to be subject to more work with members as part of the emerging Economic Strategy and be informed by the direction of travel of other economic and productivity strategies.
- 1.4 It should be noted that the Economic Development team currently supports individual tourism businesses, providing advice and support for applications to the LEADER funding programme, and RDPE Growth Programme. The team is currently advising nine local businesses on tourism related business ideas – mainly projects to provide and improve accommodation.
- 1.5 The Demand Management Strategy contains a number of objectives which will provide a context for any future actions. It is most likely that future actions will need to be owned and driven by key partners and tourism businesses themselves. Mid Devon District Council can play a role in supporting and facilitating these actions, and has a specific role in terms of the public realm, infrastructure, and business advice. However, as stated above any actions will need to be prioritised alongside other priorities being identified in the Economic Strategy.

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**Circulation of the Report:** Cllr Richard Chesterton, Leadership Team, Head of Planning