

**COMMUNITY WELL BEING PDG  
2 FEBRUARY 2016**

**TOURISM ACTION PLAN 2016/17**

**Cabinet Member** Cllr Richard Chesterton  
**Responsible Officer** Head of Communities and Governance

**Reason for Report:** To provide members with details of the Tourism Action Plan (Appendix A) for 2016/17.

**RECOMMENDATION:** That the Cabinet approves the Tourism Action Plan (Appendix A) for 2016/17

**Relationship to Corporate Plan:** A thriving economy is one of the Council's key corporate priorities within the Corporate Plan and tourism is a key strand of this

**Financial Implications:** Where appropriate external funding sources will be sought to deliver projects within this action plan. However, there will be some costs such as the market research but this will be funded from the Economic Development budget.

**Legal Implications:** No legal implications.

**Risk Assessment:** None

**1.0 Introduction**

- 1.1 This report provides members with details of the work programme in terms of tourism for the 2016/17 financial year, which is attached as Appendix A.
- 1.2 The Council's new Corporate Plan for 2016-2020 includes growing the tourism sector under the Economy priority and the public consultation, which is currently ongoing, is indicating that the public believe that tourism should be a key area of focus for the Council.

**2.0 Tourism Strategy**

- 2.1 The Tourism Strategy is in the process of being drafted and as part of this process a couple of pieces of work need to be completed in order for us to understand our market. Research will be completed to ascertain what tourists want to see in Mid Devon and what we have in terms of our tourism offer (e.g. accommodation providers and tourist attractions). The outcome of this research will be to identify any gaps that we have and this information will feed into the drafting of the strategy.
- 2.2 It is anticipated that the tourism strategy will come forward to members by the end of the 2016/17 financial year.

**Contact for more Information:** Amy Tregellas, Head of Communities and Governance

**Circulation of the Report:** Cllr Richard Chesterton and Management Team