

Destination Management Plan Consultation

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

Reason for Report: To inform members of the results from the consultation on the Destination Management Plan

RECOMMENDATION: That the consultation responses be noted

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: None

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 will provide a framework for joint activity with key stakeholders and individual tourism businesses. This is very much a partnership document, as many of the actions cannot be achieved by any one organisation working alone.
- 1.2 The Destination Management Plan was then sent out for consultation during May with tourism businesses and other stakeholders, including Town and Parish Councils, members of Mid Devon Attractions Groups, and members of the Tiverton TIS Accommodation Providers List. After representation from a number of tourism businesses, who had found it difficult to complete their detailed responses in the lead into the high season, the deadline for responses was extended to the end of July.
- 1.3 In total we received 13 written responses, as well as requests for two face-to-face interviews.
- 1.4 The consultation responses have now been collated, and form the basis for the consolidated report attached. The results will feed into the final revision of the Destination Management Plan which will be presented to the Policy Development Group in November.

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