

Date of Meeting: 21 October 2021

## Tourism Strategy

### 1. Purpose of Report

To agree a process for the development of a Tourism Strategy.

### 2. Background

The approved Corporate Strategic Plan contains an action relating to the development of a Tourism Strategy, with a feasibility target of October 2021.

### 3. Considerations

**3.1** Should a strategy be developed then it will aid in the delivery of additional actions within the Corporate Strategic Plan including:

- Work with a range of partners to provide initiatives to ensure the town remains a safe place promoting the town as a great place to live in ways that recognise its unique character and heritage.
- Work with community organisations to support events, activities and volunteer programmes across the town and continue to develop the Town Council's events programme, including street entertainment.
- Seek funding opportunities to help conserve and enhance the town's built environmental, heritage and historic structures.
- Review how tourism can be better supported through partnership working.
- Require TIC to provide more information on accessibility for visitors.
- Carry out new town centre signage and street furniture scheme in the town centre with interpretation panels and Tourist Information Points for public spaces.
- Continue support to ensure the future of the Museum and to preserve and interpret our heritage for the inspiration, learning and enjoyment of all.
- Support Nantwich's wide range of festivals making sure they are doing their very best to support local businesses in the town.
- Install gateway features at entrances into the town, considering themes to the gateway including the Battle of Nantwich and the historic market town.

**3.2** An effective Tourism Strategy should be influenced by various stakeholders of the town. Stakeholder involvement; comprehensive research; a focus on tourism trends; familiarity with best practices; and political sensitivity are all critical elements of creating a successful tourism strategy.

The Clerk has carried out some research and there is extremely useful information and guidance available through the Visit Britain/Visit England websites. The Clerk will share a presentation developed by Visit England which will aid in considerations when

developing a Destination Management Plan (Tourism Strategy). Whilst the guidance makes reference to local authorities developing the plans, the same method and format can be followed for the Town's Tourism Strategy. There are also some good examples of Town Councils that have developed strategies including:

- Dorchester Town Council
- Otley Town Council
- Dawlish Town Council
- Bradford on Avon Town Council

#### **4. Recommendations**

**4.1** That Council considers its approach in developing a Tourism Strategy for the Town

#### **5. Financial Implications**

There would be no financial implications as a direct result, however any strategy with agreed actions could require funding.

#### **6. Equalities Impact**

There would be no direct equality impact as a result of this report but the Town Council would need to consider the impact on equalities in an approved strategy.

#### **7. Personnel Implications**

Should a working party be agreed then there will be a need for officer support in facilitating meetings and the preparation of a draft strategy.

#### **8. Environmental implications**

There would be no direct environmental implications as a result of this report but the Town Council would need to consider the impact of an approved strategy.

#### **9. Consultation**

It is recommended that the Town Council agree the formation of a working party to include representatives from other organisations such as the Town Partnership and the Civic Society.