

Cabinet Response to the Scrutiny Committee Recommendations

Leisure and Tourism Review

Scrutiny Recommendations	Cabinet Response	Cabinet Member	Lead Officer
(a) Promotion and marketing		Cllr Mike Cosgrove	Lyn Newton
i) to commit a minimum of £25,000 to the tourism base budget to allow for substantial marketing and promotion of Swale as a tourist destination;	A Visitor Economy Strategy is currently being developed and will identify tourism priorities and make budget recommendations		
ii) to agree an objective of growing Swale tourism by 5 – 10% over the next four years;	Visitor Economy Strategy will set out target market segments in conjunction with industry		
iii) to consider as part of the future tourism plans the best forms of branding of Swale.	To be included as part of the work to be undertaken Visitor Economy Strategy		
(b) Visitors and local infrastructure		Cllr Mike Cosgrove	Lyn Newton
i) SBC should identify and provide sufficient coach parking in convenient locations to meet the demands of all visitors to Swale;	Internal discussions with parking team underway on this critical issue		
ii) SBC should work closely with tourist attractions to ensure the Borough has a comprehensive coverage of up to date “brown tourist signs”, including on strategic routes;	Technical help is provided to visitor attractions through Visit Swale and Visit Kent using national visitor signing guidance and will continue		
iii) provision of more local signs;	Will be reviewed as part of Visitor Economy Strategy		
iv) consideration given to whether the funding of these signs could be	Will be reviewed as part of Visitor Economy Strategy		

supported by SBC, either through a new fund, Member grants, Section 106 grants or a combination of these;			
v) SBC should make sustained efforts to influence KCC Highways and Highways England to fulfil their responsibilities to keep roads clean, and do the same with Network Rail in relation to the approaches to local stations.	Establish high level tourism stakeholder group to monitor Visitor Economy Strategy including external drivers impacting on tourism, leisure and hospitality		
(c) Working with the local tourism sector:		Cllr Mike Cosgrove	Lyn Newton
i) that SBC facilitates the establishment of collaborative groups preferably led by the private sector and/or voluntary sector;	This is a model that has worked well in other LA areas where Visitor Economy Strategies and/or Destination Management Plans have been developed		
ii) that SBC establishes a challenge fund of £3,000 to support new activities or events.	Will be reviewed as part of Visitor Economy Strategy		
(d) Research and intelligence:			
i) to conduct a full economic assessment of tourism in Swale. It is understood that this has been arranged to cover 2015 using "Destination Research". This should be repeated strictly every three years which has not recently been met;	Model has been run based on 2015 data and the Visitor Economy Strategy will contain performance measures including volume and value data ; noted requirement for performance monitoring every three years		
ii) additionally extra information should be sought from useful reports available on the tourism market;	Council is in membership of Visit Kent and British Destinations Association and has access to tourism research and data on demand. The services of these and other agencies will be used in the preparation of the Visitor Economy Strategy		
iii) to make contact with several other similar Boroughs to develop a	Districts meet twice a year through Visit Kent and		

benchmarking programme to seek the best ways of increasing the economic and cultural effects of tourism. A minimum of £2,000 pa should be set aside for research.	the matter can be considered through this Forum.		
(e) Financial and other support to the sector:			
i) SBC to proactively assist local tourist organisations to find and bid for grants to increase tourism;	Noted		
ii) consider the creation and promotion of a challenge fund worth around £5,000, subject to future review, which local tourism businesses could bid for;	State Aid rules may apply and a review will be undertaken to see how/if this might be best achieved		
iii) that SBC increases the availability of officer time to ensure the best possible potential achievement of all the recommendations made by the Scrutiny Committee.	Will be reviewed as part of the Visitor Economy Strategy		