

Scrutiny Committee – Tuesday 15 January 2019

Tourism Scrutiny Review

Members of this Committee have played an integral part in shaping the Visitor Economy Framework 2018-2023 including participating in a focus group which has identified the key priorities and actions for the tourism, leisure and hospitality sectors.

The Council adopted the Visitor Economy Framework in February 2018 which has a budget of up to £250,000 resourced through the shared business rates.

Of the 16 recommendations identified through the scrutiny process, 3 were implemented, 10 were accepted and 3 remained pending. The pending recommendations are:

- Working with the local tourism sector – that SBC facilitates the establishment of collaboration groups preferably led by the private sector and/or voluntary sector
- Working with the local tourism sector – that SBC establishes a challenge fund of £3,000 to support new activities or events
- Financial and other support to the sector – consider the creation and promotion of a challenge fund worth around £5,000 subject to future review which local tourism businesses could bid for

Following further engagement work with sector leads those outstanding recommendations are not being accepted. However the following work is being delivered:

- A comprehensive training programme will be delivered in 2019 which addresses industry needs to build both sector knowledge and resilience; there will be a series of training factsheets/downloads
- A workshop for event organisers is scheduled for Wednesday 29 February 2019
- Access to existing grant support (culture, sport and heritage) is being encouraged
- A new Shared Stories (marketing toolkit) will be launched on the Swale Means Business web portal at the end of January 2019; the portal will give access to video and photographic images, destination overviews, writing for specific target audiences (advertising, press releases, newsletters, websites, digital communications, social media print). There will also be marketing guidance, research and case studies, maps and itineraries and events calendar

A Members' Briefing on the Visitor Economy Framework including a presentation from Visit Kent is scheduled for Tuesday 12 March 2019

Conclusion

In light of the development of our Visitor Economy Framework and the programmed delivery programme, I believe this concludes the Scrutiny review. I would formally like to thank Scrutiny Committee for their work on the review.

Lyn Newton
Economy and Community Services Manager (Culture and Places)
January 2019