

HAVANT BOROUGH COUNCIL

Decision by Cllr Tim Pike

Cabinet Lead for Economy and Infrastructure Projects

Tourism in the Borough

**Report by: Dan Grindey, Business, Economy &
Town Services Manager**

Key Decision: No

1.0 Purpose of Report

To outline a revised approach to tourism in the borough in the context of the Economic Development review.

2.0 Decision

To no longer provide funding for tourism promotion through external website subscriptions and achieve cost savings of £15,000 per year

To support the visitor economy through existing regeneration activity and the current event management programme

3.0 Issue

Following a review of Economic Development the council's future direction is to focus only on activity with clear, tangible, economic outcomes.

The council's tourism promotion activity has previously focused on promotion of the area through subscription to external websites – Visit Havant and Visit Portsmouth with listings of the areas attractions and accommodation providers. This has been at a cost of £15,000 to HBC.

The review of Economic Development has concluded that the tourism promotion activity above cannot be directly linked to clear economic outcomes (for example; job creation, productivity improvements & direct investment) and therefore represents an opportunity for a cost saving.

Furthermore, promotion of the areas attractions and accommodation is currently undertaken by the private sector and other organisations independently of HBC. A example list of websites promoting the area is in Appendix 1.

In supporting the visitor economy in the future, the councils focus will be;

- Regeneration of priority areas, including Hayling Island
- For event organisation and support to continue to be delivered through the community team at HBC and promoted through HBC's existing communication channels

Furthermore, if tourism businesses in the borough wish to collaborate and approach HBC with specific proposals, the council will consider such requests and any associated resource requirements separately and on their merits.

4.0 Implications

4.1 Resources:

The proposed approach will deliver direct cost savings of £15,000 per year which will be reflected in the Councils budget for 2018/19.

4.2 Legal:

There are no significant legal implications as a result of this proposal.

4.3 Strategy:

The proposals directly support the Councils Corporate Strategy objectives of economic growth and financial sustainability

4.4 Risks:

There may be a risk of negative publicity as a result of this decision. However this can be mitigated by focusing on the council's commitment to regeneration (including Hayling Island) and events in the borough.

5.0 Local Government (Access to Information) Act 1985 – 'confidential' or Exempt' Information Indicator: *(please complete as appropriate)*

5.1 This delegated decision contains neither confidential nor exempt information

6.0 Is this an Urgent Decision?

No

Agreed..... [Councillor Tim Pike]

Date: 8th Nov 2017

(The decision is subject to the usual 'call-in' process and, if not called in by the Scrutiny Board, will be effective five clear working days after the date of publication, ie If an urgent decision, this date will be the same as the date that this decision record was published)

Appendices: *(include short summary of each appendix)*

Appendix 1 - Examples of existing websites promoting the Borough

Agreed and signed off by: Cabinet Lead on 8 November 2017

Legal Services: 31 Oct 2017

Executive Head for Finance: 3 Nov 2017

Relevant Executive Head: 27 Oct 2017

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Appendix 1

Examples of existing websites promoting the Borough

<https://www.hayling.co.uk/>

<http://www.haylinghub.co.uk/newshub.html>

<http://www.emsworthonline.co.uk/what-to-do.html>

<http://www.emsworthwalks.org/>

https://www.tripadvisor.co.uk/Attractions-g190785-Activities-Hayling_Island_Hampshire_England.html

https://www.tripadvisor.co.uk/Attractions-g503827-Activities-Emsworth_Hampshire_England.html