

***Review On the Implementation of Recommendations of the
Scrutiny Review on Tourism***

FOR RECOMMENDATION

KEY DECISION NO

REPORT BY: Economy, Planning, Development and Prosperity Havant Scrutiny and Policy Development Panel

1.0 EXECUTIVE SUMMARY

1.1 In 2015 a review of Tourism in the Borough was carried out by the Panel and a number of recommendations were made.

1.2 This report provides an update on the actions agreed by Cabinet on 7 October 2015 in response to the recommendations of the Scrutiny Board.

2.0 RECOMMENDATIONS

2.1 The Scrutiny Board is requested to:

2.1.1 note the achievements made in implementing their recommendations (Appendix A) and that in view of the Cabinet's decision (minute 27a/11/2017) relating to the role of the Economic Development Service these recommendations are no longer relevant

3.0 STRATEGY

3.1 The project links with the key aims in the Corporate Strategy towards economic growth.

4.0 LEGAL

4.1 There are no legal considerations arising directly from this report.

5.0 RESOURCES

5.1 There would be no specific budget or officer capacity for a continuation of existing tourism activity from 18/19 onwards, including subscription to or maintenance of external websites.

6.0 STAKEHOLDERS

6.1 The residents of the Borough and their concerns over their accommodation were the key consideration throughout this review. The aim of this review was to improve the quality of life for residents living at independent sheltered housing schemes within the Borough.

7.0 RISKS

7.1 There are no risks arising directly from this report.

9.0 UPDATE ON RECOMMENDATIONS

9.1 Details of actions taken in response to the Board's recommendations are contained in Appendix A.

9.2 The Panel note that a number of significant changes had been made since the last review:

1. as a result of the Panel's review of the role of the Economic Development function, the tourism activity had ceased on the basis that it is not possible to directly link this to clear economic outcomes (e.g. job creation)
2. there would be no specific budget or officer capacity for a continuation of existing tourism activity from 18/19 onwards, including subscription to or maintenance of external websites
3. the Council's focus in the future will be on regeneration of priority areas, including Hayling Island and activity that directly delivers a clear economic impact
4. the Council's activity in relation to event organisation was now delivered through the community team at HBC and promoted through HBC's existing channels

9.3. The Panel also acknowledged that the promotion of the areas attractions and accommodation was currently undertaken by the private sector and other organisations independently of the Council. If tourism businesses in the borough wished to collaborate and approach HBC with specific proposals, the Council would be happy to discuss this. Any associated resource requests would be considered by the council on its merits.

9.4. In view of 9.2 and 9.3 above the Panel was satisfied that the recommendations set out in the tourism review were no longer relevant

Appendices

Appendix A – Update on actions agreed by Cabinet on 15 March 2017

Background Papers

Findings Pack

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