

Scrutiny Review of Tourism in the Borough Outturn Report

Project Title	Tourism In the Borough	
Scrutiny Panel	Economy, Planning, Development and Prosperity Havant Scrutiny and Policy Development Panel	
Scrutiny Lead	Councillor Lloyd	
Review Agreed by the Scrutiny Board	21 July 2015	
Recommendations Agreed by Cabinet	7 October 2015	
Review Date	October 2017 (paragraph 2.4 of the report)	

Recommendation	Action Taken	Impact Delivered	Date Reviewed by Panel
There needs to be increased co-ordination between the Public Service Plaza and Beachlands regarding tourist information to ensure visitors to the Borough can access relevant information year round	A leaflet carousel was set up in the Plaza reception with information for visitors. It proved difficult for this to be kept updated by reception staff liaising with the visitor information centre team. A corporate decision was taken earlier this year for all leaflet carousels to be removed from the reception. This visitor information was also removed at this time.	Uncertain benefit of hard copy leaflets in this location. Corporate drive for customers to access information on line being adopted for tourism as part of overall customer access strategy. .	27 September 2016

Recommendation	Action Taken	Impact Delivered	Date Reviewed by Panel
<p>Progress continues to be made on raising the profile of the Borough's attractions online</p>	<p>The Visit Havant website www.visithavant.co.uk continues to be updated with information about events and places to visit. Events in the borough are also publicised on the Visit Portsmouth and Visit Hampshire websites and in e-marketing campaigns by Visit Portsmouth.</p> <p>A Twitter feed for tourism events and things to do across the Havant borough @emsworthandhi tweets regularly.</p>	<p>Visitors to the Visit Havant website are increasing – up 25% year on year.</p> <p>The majority of the referrals to Visit Havant are from web searches and via Visit Portsmouth.</p> <p>The Twitter account continues to gain followers.</p>	<p>27 September 2016</p>
<p>An investigation in to introducing the slogan 'Havant: Where the Downs Meet the Sea' online and on-road signs leading into the Borough be conducted to help create a unique brand</p>	<p>The slogan is being used on-line and in PR and other publicity.</p> <p>Road signs would represent a significant capital investment at a time of increasing pressure on local authority budgets. The borough already has attractive road signs welcoming visitors. The officer view is that the addition of a slogan may not bring a measurable benefit.</p> <p>Perhaps a more effective use of limited resources would be to make use of PR and on-line opportunities to raise awareness of Havant as a place to visit beyond the local area, ie regionally and nationally.</p>	<p>Awareness of slogan to be measured.</p>	<p>27 September 2016</p>

Recommendation	Action Taken	Impact Delivered	Date Reviewed by Panel
The need to develop tourism links with Chichester District Council and West Sussex County Council	<p>Discussions have taken place with Visit Chichester and a link from their website has been offered.</p> <p>We now work in partnership with the Chichester Harbour AONB to promote events and activities in the parts of the Harbour that fall in the HBC area.</p>		27 September 2016
	Walks on North Hayling and at Emsworth and Langstone feature on Visit Chichester website.		16 January 2017
Investigate the possibility of introducing a Tourism Marketing Strategy for the Borough	The current tourism activity represents an overall framework within which an overall tourism marketing strategy could be based. The adoption of a marketing strategy would require more formal consultation on the scope and cost in liaison with key council services such as the Research and Marketing function.		27 September 2016
	Work with partners on PR and an improving online and digital presence for Visit Havant is helping to raise awareness of Havant as a place to visit. A formal strategy based around this could be consulted on and developed if required.		16 January 2017

Recommendation	Action Taken	Impact Delivered	Date Reviewed by Panel
<p>This should be an on-going piece of work with another review in two years time to assess whether the current and proposed tourism initiatives have been successful</p>	<p>The new processes introduced for the scrutiny function mean that the Panel will receive updates on previous scrutiny projects. Updates on the outcomes of these recommendations relating to tourism will be covered as part of the Economy, Planning etc Panel's Quarterly Meetings with their Cabinet Lead.</p>	<p>Regular updates are provided to members</p>	<p>27 September 2016</p>

2 NOVEMBER – PANEL UPDATE

1. Following a review of Economic Development activity it has been agreed that HBC will no longer directly employ an ED function but buy a service from EHDC relating only to specific projects and activity with clear economic outcomes. This has been accepted by the panel.
2. The tourism activity detailed here is part of the legacy activity that the council has agreed to stop on the basis that it is not possible to directly link this to clear economic outcomes (eg: job creation)
3. Promotion of the areas attractions and accommodation is currently undertaken by the private sector and other organisations independently of HBC
4. We do not have a specific budget or officer capacity for a continuation of existing tourism activity from 18/19 onwards, including subscription to or maintenance of external websites
5. The councils focus in the future will be on regeneration of priority areas, including Hayling Island and activity that directly delivers a clear economic impact
6. The councils activity in relation to event organisation and support will be delivered through the community team at HBC and promoted through HBC's existing channels
7. If tourism businesses in the borough wish to collaborate and approach HBC with specific proposals, we would be happy to discuss this. Any associated resource requests would be considered by the council on its merits.