

Notice of:	Deputy Leader of the Council
Decision Number:	PH37/2019
Relevant Officer:	Alan Cavill, Director of Communications and Regeneration
Relevant Cabinet Member:	Councillor Gillian Campbell, Deputy Leader of the Council
Date of Decision:	8 March 2019

DESTINATION MANAGEMENT PLAN UPDATE

1.0 Purpose of the report:

1.1 The Destination Management Plan is produced by VisitBlackpool on behalf of Blackpool Council. It is intended to showcase recent investment that has been made in the visitor economy and set out new initiatives that are in the pipeline to help in the gradual repositioning of the resort. It is an essential marketing document that supports the Council's stated ambition to be the UK's number one resort.

2.0 Recommendation(s):

2.1 To approve this updated place-making plan ahead of the start of the 2019 tourism season as attached at Appendix A. Noting that this is an interim document that will be used limited purposes prior to a full review of strategies and initiatives on tourism when a new Council is returned.

3.0 Reasons for recommendation(s):

3.1 At the start of each tourism season, it is essential that there is a plan in place that sets out Blackpool's direction of travel as a mainstream destination and showcases the enormous investment that is being made in the tourism economy (the official launch is scheduled for March 2019). This not only serves as a vehicle to promote the resort among leisure and business visitors, but also engenders confidence in new and existing private sector investors. With the implementation of this interim plan the Council will ensure that its marketing activities are relevant and up to date prior to the forthcoming full review of strategies and initiatives.

3.2 Is the recommendation contrary to a plan or strategy adopted or approved by the Council? No

3.3 Is the recommendation in accordance with the Council's approved budget? Yes

4.0 Other alternative options to be considered:

4.1 To delay publication of this interim report until after the May election. This would result in the Council using out of date materials and might damage the visitor economy.

5.0 Council priority:

5.1 The relevant Council priority is: "The economy: Maximising growth and opportunity across Blackpool".

6.0 Background information

6.1 This second (interim) edition of the Destination Management Plan (DMP) for Blackpool seeks to build on the great strides that have been made since the first version was published in 2015. That inaugural plan showcased the huge investment that had been made in the Promenade and tramway, as well as the regenerative benefits accrued by Blackpool Council's acquisition of key leisure assets including The Blackpool Tower and Winter Gardens. These wide-ranging improvements in public realm, infrastructure, attractions and events and entertainment have given visitors new and exciting reasons to come to Blackpool. On the back of this progress, Blackpool's visitor numbers grew from 17 million in 2015 to more than 18 million in 2017. The value of the visitor economy is now valued at a staggering £1.5bn.

6.2 The challenge is to gradually reposition the resort offer so that it evolves into a place that has a rich and unique mix of heritage and contemporary attractions; one that has undoubted appeal to an aspirational family audience and one that is well placed to take advantage of changes in domestic and international holiday trends.

6.3 Within this revised Destination Management Plan, there is a significant programme of new investment that will take Blackpool on the next leg of its regeneration journey. This work, a mixture of public and private investment, has the potential to deliver exciting and transformational change.

6.4 After the approval of the revised Council Plan on the 30 January 2019, there will be a full review of tourism and visitor economy strategies to ensure they are in line with the Council Plan. However there is a need in the interim to ensure that materials used to market the town are up to date so an interim edition has been produced to bridge this time gap.

6.5 Does the information submitted include any exempt information? No

7.0 List of Appendices:

7.1 Appendix A: Destination Management Plan, 2019-21

8.0 Legal considerations:

8.1 None.

9.0 Human resources considerations:

9.1 None.

10.0 Equalities considerations:

10.1 None.

11.0 Financial considerations:

11.1 Costs associated with the Destination Management Plan are to be met from the Visit Blackpool revenue budget.

12.0 Risk management considerations:

12.1 It is critical for future investment and confidence in the visitor economy that there is a relevant Destination Management Plan in place for the start of each new tourism season. Without that document, there is a risk that the resort will be stagnating rather than continuing to invest heavily in its future.

13.0 Ethical considerations:

13.1 None.

14.0 Internal/external consultation undertaken:

14.1 The Destination Management Plan represents a bringing together of the various investment plans that are being developed by public and private sector partners. These key stakeholders within Blackpool's tourism economy are part of a strong partnership that funds the annual destination marketing activity and have had first-hand involvement in the content of the Destination Management Plan.

15.0 Background papers:

15.1 None.

16.0 Key decision information:

16.1 Is this a key decision? No

16.2 If so, Forward Plan reference number:

16.3 If a key decision, is the decision required in less than five days?

16.4 If **yes**, please describe the reason for urgency:

17.0 Call-in information:

17.1 Are there any grounds for urgency, which would cause this decision to be exempt from the call-in process?

17.2 If **yes**, please give reason:

TO BE COMPLETED BY THE HEAD OF DEMOCRATIC GOVERNANCE

18.0 Scrutiny Committee Chairman (where appropriate):

Date informed:

Date approved:

19.0 Declarations of interest (if applicable):

19.1 None.

20.0 Executive decision:

20.1 The Deputy Leader of the Council agreed the recommendation as outlined above namely:

To approve this updated place-making plan ahead of the start of the 2019 tourism season as attached at Appendix A. Noting that this is an interim document that will be used limited purposes prior to a full review of strategies and initiatives on tourism when a new Council is returned.

21.0 Date of Decision:

21.1 8 March 2019

22.0 Reason(s) for decision:

22.1 At the start of each tourism season, it is essential that there is a plan in place that sets out Blackpool's direction of travel as a mainstream destination and showcases the enormous investment that is being made in the tourism economy (the official launch is scheduled for March 2019). This not only serves as a vehicle to promote the resort among leisure and business visitors, but also engenders confidence in new and existing private sector investors. With the implementation of this interim plan the Council will ensure that its marketing activities are relevant and up to date prior to the forthcoming full review of strategies and initiatives.

23.0 Date Decision published:

23.1 8 March 2019

24.0 Executive Members in attendance:

24.1

25.0 Call-in:

25.1

26.0 Notes:

26.1