

Report to:	EXECUTIVE
Relevant Officer:	Alan Cavill, Director of Place
Relevant Cabinet Member	Cllr Graham Cain, Cabinet Member for Tourism and Leisure
Date of Decision:	9 th March 2015

ADOPTION OF REVISED DESTINATION MANAGEMENT PLAN FOR BLACKPOOL, 2015-2017

1.0 Purpose of the report:

1.1 To consider a revised Destination Management Plan for Blackpool, covering the period 2015-2017

2.0 Recommendation(s):

2.1 To adopt and publish the plan, which sets out the next phase of the regeneration of the resort and particularly its visitor economy.

3.0 Reasons for recommendation(s):

3.1 The revised Destination Management Plan seeks to inform and guide both public and private sector regeneration of Blackpool by establishing a clear vision of how the “new Blackpool” will evolve as a mainstream destination.

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

3.2b Is the recommendation in accordance with the Council’s approved budget? Yes

3.3 Other alternative options to be considered:

None

4.0 Council Priority:

4.1 The relevant Council Priorities are:

- Expanding and promoting our tourism, arts, heritage and cultural offer
- Attracting sustainable investment and creating quality jobs

5.0 Background Information

5.1 The revised Destination Management Plan (DMP) seeks to build on the substantial investment that has been made in Blackpool over the past decade. It strives to create a place where visitors can enjoy an experience that matches their expectation of a modern resort destination.

5.2 The key outcome is not merely to increase visitor numbers and target the higher-spending leisure visitors that other destinations are enjoying without the inherent attractions that Blackpool possesses, but also change some of the deep-rooted negative perceptions of the town.

5.3 The plan is underpinned by an aspirational brand positioning aimed at changing those perceptions by creating a high-quality, year-round family destination that is capable of supporting a wider economic regeneration.

5.4 In essence, it aims to develop a vibrant destination that has a thriving retail, leisure and accommodation offer, complemented by better housing, sustainable employment and a tangible sense of civic pride.

5.5 Does the information submitted include any exempt information? No

5.6 List of Appendices:

Appendix 3a: Draft copy of the proposed Destination Management Plan, 2015-17

6.0 Legal considerations:

6.1 None

7.0 Human Resources considerations:

7.1 None

8.0 Equalities considerations:

8.1 The Destination Management Plan is consistent with the marketing of Blackpool as an inclusive resort accessible to people of all ages, incomes and nationalities.

9.0 Financial considerations:

9.1 The cost of printing copies of the Designation Management Plan, which will be retained for use internally, key stakeholders and to showcase the destination to

potential investors. The print cost is contained within the VisitBlackpool budget for 2014/2015.

10.0 Risk management considerations:

10.1 None

11.0 Ethical considerations:

11.1 None

12.0 Internal/ External Consultation undertaken:

12.1 The original Destination Management Plan was subject to a wide consultation with key internal and external stakeholders. The revised draft has been shared with the Cabinet Member for Tourism and Leisure, senior Council officers and a range of internal and external stakeholders.

13.0 Background papers:

13.1 None

14.0 Key decision information:

14.1 Is this a key decision? Yes

14.2 If so, Forward Plan reference number: 1/2015

14.3 If a key decision, is the decision required in less than five days? N/A

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

15.0 Call-in information:

15.1 Are there any grounds for urgency, which would cause this decision to be exempt from the call-in process? No

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

TO BE COMPLETED BY THE HEAD OF DEMOCRATIC GOVERNANCE

16.0 Scrutiny Committee Chairman (where appropriate):

Date informed: 27th February 2015 Date approved: N/A

17.0 Declarations of interest (if applicable):

17.1

18.0 Executive decision:

18.1

18.2 Date of Decision:

19.0 Reason(s) for decision:

19.1 Date Decision published:

20.0 Executive Members in attendance:

20.1

21.0 Call-in:

21.1

22.0 Notes:

22.1

