

Report to:

**TOURISM, ECONOMY AND COMMUNITIES
SCRUTINY COMMITTEE**

Relevant Officer:

Philip Welsh, Head of Tourism and Communications

Date of Decision/ Meeting

6 October 2021

TOURISM PERFORMANCE UPDATE

1.0 Purpose of the report:

1.1 To provide information on tourism performance and the measures that are in place to aid its recovery following the Covid-19 pandemic.

2.0 Recommendation(s):

2.1 To consider the performance of Tourism and associated services and to identify any further areas for scrutiny as appropriate.

3.0 Reasons for recommendation(s):

3.1 To ensure constructive and robust scrutiny of the report, which has been requested by the Committee.

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 None

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 Earlier this year, Blackpool Council unveiled a £1m package to kick-start the town's tourism economy after businesses suffered unprecedented losses over the course of the pandemic.

6.2 Attached at Appendix 7(a) is a detailed report which sets out some of the initiatives that have been put in place to accelerate resort recovery and help businesses recoup some of the significant losses incurred during the Covid-19 pandemic.

6.3 These include:

- A two-month extension to the Illuminations season, stretching to January 3, 2022;
- Large-scale investment in a programme of destination marketing and new events over the remaining months of this year, including a greatly-enhanced package of Christmas entertainment and attractions;
- The establishment of a Tourism Business Improvement District (TBID), led by key stakeholders in the tourism industry and giving the potential for a further £1.4m of funding for marketing and events over the next five years

6.4 The report also details work to support following events and attractions;

- World Fireworks Championship
- Slimefest
- The Lightpool Festival
- The “Showtown” museum of entertainment; and
- Art installations in Blackpool (including the reinstallation of the Mirror Ball on the south promenade)

6.5 Information on the publication of a resort guide covering events in autumn and winter 2021, other Destination Marketing and Ongoing Business Support work, such as the Tourism Recovery Group, is also included along with initial performance indicators showing the pace of recovery during the summer months.

6.6 Does the information submitted include any exempt information? No

7.0 List of Appendices:

7.1 Appendix 7(a) – Report on Resort Recovery

8.0 Financial considerations:

8.1 Appendix 7(a) outlines the use of a £1m package to assist tourism recovery following the losses incurred during the Covid-19 Pandemic.

8.2 The private sector led Tourism Business Improvement District is expected to raise up to £1.4m of investment in tourism for Blackpool over the next five-years.

9.0 Legal considerations:

9.1 None

10.0 Risk management considerations:

10.1 None

11.0 Equalities considerations:

11.1 Non

12.0 Sustainability, climate change and environmental considerations:

12.1 None

13.0 Internal/external consultation undertaken:

13.1 None

14.0 Background papers:

14.1 None