

<b>Report to:</b>	<b>TOURISM, ECONOMY AND RESOURCES SCRUTINY COMMITTEE</b>
<b>Relevant Officer:</b>	Alan Cavill, Director of Place
<b>Date of Meeting</b>	9 July 2015

## DESTINATION MANAGEMENT PLAN

### 1.0 Purpose of the report:

1.1 To consider and scrutinise the Destination Management Plan for Blackpool, covering the period 2015-2017.

### 2.0 Recommendation(s):

2.1 To consider the Designation Management Plan, which sets out the next phase of the regeneration of the resort and particularly its visitor economy; and

2.2 To identify further issues for scrutiny.

### 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:

Not applicable

### 4.0 Council Priority:

4.1 The relevant Council Priority are:

- Expand and promote our tourism, arts, heritage and cultural offer
- Attract sustainable investment and create quality jobs

## **5.0 Background Information**

- 5.1 The Executive agreed to adopt and publish the plan, which sets out the next phase of the regeneration of the resort and particularly its visitor economy, at its meeting on 9 March 2015.
- 5.2 The aim of the revised Destination Management Plan (DMP) was to build on the substantial investment that had been made in Blackpool over the past decade. The objective was to strive to create a place where visitors would be able to enjoy an experience that matched their expectations of a modern resort destination.
- 5.3 The key outcome would not be to merely increase visitor numbers and target the higher-spending leisure visitors that other destinations were enjoying without the inherent attractions that Blackpool possessed, but also to change some of the deep-rooted negative perceptions of the town.
- 5.4 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.
- 5.5 In essence, the aim of the plan is 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.

Does the information submitted include any exempt information?

No

### **List of Appendices:**

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 None.

## **9.0 Financial considerations:**

9.1 None

**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 was 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