

BRIDGEND COUNTY BOROUGH COUNCIL

REPORT TO CABINET

27 MARCH 2018

REPORT OF THE CORPORATE DIRECTOR COMMUNITIES

BRIDGEND COUNTY DESTINATION MANAGEMENT PLAN AND DESTINATION ACTION PLAN

1. Purpose of Report

To seek Cabinet approval for the Bridgend County Borough Destination Management Plan and Destination Action Plan and the implementation of resulting actions.

2. Connection to Corporate Improvement Objectives/Other Corporate Priorities

2.1. This report supports the following corporate priorities:

- Supporting a successful local economy
- Helping people to be more self-reliant
- Smarter use of resources

3. Background

3.1. Tourism can – and does - contribute to local prosperity and quality of life in Bridgend County Borough (BCB), both of which are key goals for the Welsh Government (WG) and Bridgend County Borough Council (BCBC).

3.2 According to the Scarborough Tourism Economic Activity Model (STEAM) data for 2016, tourism already injects much needed revenue into the local economy (£329.76m) and supports over 4,200 jobs. In addition, tourism:

- Supports cross-cutting services and infrastructure which benefit local people e.g. transport links, the range of shops and services, sports and cultural facilities; and
- Helps promote a positive image of the County Borough to the outside world which, in turn, can attract investment and make people feel better about the place in which they live.

3.3 Tourism cannot however be left to develop unchecked. It has to be managed in a sustainable way, to maximise the benefits for long-term prosperity and reduce the negative impacts.

3.4 A Destination Management Plan (DMP) is a statement of intent to manage a destination in the interests of tourism, over a stated period of time, setting out the ways in which different stakeholders may work together to achieve a positive impact.

3.5 The first Destination Management Plan and Destination Action Plans were created in 2013 and delivered through to the end of 2017. Through their delivery, the

overall targeted impact was an increase in the value of tourism to the local economy and a growth in the number of jobs.

- 3.6 Since 2013 there has been a progressive increase in the economic impact of tourism in Bridgend County Borough (BCB), with the economic value of tourism increasing from £289.86 million in 2013 to £329.76 million in 2016. During the same period visitor numbers and visitor days have shown similar increases with visitor numbers up from 3.55 million in 2013 to 3.83 million in 2016 and visitor days increasing from 5.26 million in 2013 to 5.6 million in 2016.
- 3.7 In terms of the economic impact of tourism in Wales, in 2016 Bridgend increased value by 4% which was only bettered by Newport which recorded an increase of 19%, Rhonda Cynon Taff which recorded an increase of 8%, Powys which recorded an increase of 6% and Flintshire which recorded an increase of 5%. Similarly the increase in visitor days at 4% was only bettered by Newport at 45% (2016 saw the opening of the new shopping centre) and Rhonda Cynon Taff at 6%.
- 3.8 During the delivery of the previous Destination Management Plan and Destination Action Plan, the value of tourism to the local economy and the number of jobs has increased as follows:

year	Visitor numbers	Visitor Days	Total FTE employment	Value £m
2013	3.55m	5.25m	4,236	289.86
2014	3.66m	5.36m	3,901	306.62m
2015	3.67m	5.40m	4,074	313.02
2016	3.83m	5.60m	4,228	329.76

Source: STEAM figures covering the period 2013 to 2016. 2017 figures are yet to be published

4. Current Situation / Proposal

- 4.1 This Destination Management Plan, 2018-2022 (appendix 1), sets the framework for managing the tourism vision to 2022. It is supported by the Destination Action Plan (appendix 2) that details specific activities and the evidence base which provides the context.
- 4.2 Given the impact achieved through the approach towards delivering the previous Destination Management Plan and the level of resources available to Bridgend County Borough Council to core fund tourism work, the proposed Bridgend County Destination Management Plan, 2018-2022 evolves the governance framework to ensure it is fit for purpose in the context of National, Regional and Local governance arrangements, many of which have changed since 2013. The actions contained within the Destination Action Plan, 2018-2022 have been refined to ensure the most efficient use of resources, focus on key strategic opportunities for development, maximize external funding opportunities and where possible deliver in partnership. Discussions and consultation with key stakeholders, gathering of relevant research

and a need for realistic expectations of what is achievable with resources available, have been considered prior to finalising both documents.

4.3 The Destination Management Plan proposes the following vision:

To develop a thriving visitor economy in Bridgend County Borough which celebrates the strengths of the place, supports jobs, generates business opportunities and improves the range of amenities available for visitors and local people.

4.4 The Destination Action Plan will support the delivery of this vision by focusing action against the following priorities:

- (a) Support the development of the tourism product
 - *Support better accommodation*
 - *Support better attractions*
- (b) Support the development of tourism infrastructure
 - *Enhance the coastal resource*
 - *Invest in the settlements*
 - *Enhance the Countryside resource*
 - *Transport*
 - *Tourism human resources*
- (c) Raise the profile and attract more visitors to Bridgend County Borough
 - *Promote Bridgend*
 - *Develop a diverse portfolio of events*

4.5 The development of the tourism product will require close partnership working with the tourism industry, an awareness of external funding opportunities and positive communication with external support agencies, such as Business Wales and Visit Wales.

4.6 Delivery of actions in relation to tourism infrastructure will focus on maximizing areas and opportunities that present greatest impact for the County Borough and utilizing a range of external funding opportunities as and when they become available.

4.7 Efforts to raise the profile will focus primarily on a UK approach towards PR, online marketing and social media and partnership marketing opportunities with partners across Wales.

4.8 Resources for events support will move from the Events Fund model towards a dedicated resource to be allocated in consultation with partners from the Events Safety Advisory Group to ensure suitable and safe delivery of events within the County Borough. Where opportunities exist to attract new, economically impactful events these will be considered on a case by case basis.

5. Effect upon Policy Framework & Procedure Rules

5.1. None

6. Equality Impact Assessment

6.1. Screening has highlighted that no issues arise as a result of this report.

7. Financial Implications

7.1. The Economy and Natural Resources team will take on the lead role of coordinating and supporting the Destination Management process and structures as outlined above within existing budgets. The team will also lead on a number of the actions within the action plan working closely with other council departments and external partners. If the requirements of coordinating the Destination Management Plan and supporting the delivery of the Destination Action Plan were to be modified at a future date, existing budgets would have to be reviewed to incorporate required changes.

8. Recommendation

8.1. Approve the Destination Management Plan and the Destination Action Plan;

8.3 Authorise the Corporate Director, Communities to implement the Destination Management Plan, attached as appendix 1, and the Destination Action Plan, attached as appendix 2.

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Background documents:

N/a