



Oversight and Governance

Chief Executive's Department
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Brexit, Infrastructure and Legislative Change Overview and Scrutiny Committee

Supplement Pack 2

Wednesday 15 January 2020
2.00 pm
Warspite Room, Council House

Members:

Councillor Winter, Chair
Councillor Churchill, Vice Chair
Councillors Sam Davey, Drean, Jordan, Mavin, Stevens, Ms Watkin and Wheeler.

Please find attached additional information, for your consideration, under agenda items 7 and 8.

For further information on attending Council meetings and how to engage in the democratic process please follow this link - [Get Involved](#)

Tracey Lee
Chief Executive

Brexit, Infrastructure and Legislative Change Overview and Scrutiny Committee

- 7. Plymouth Visitor Plan - Refresh 2020-2030 (Pages 1 - 20)**
- 8. Declaration on Climate Emergency (Pages 21 - 30)**



Plymouth

Britain's Ocean City

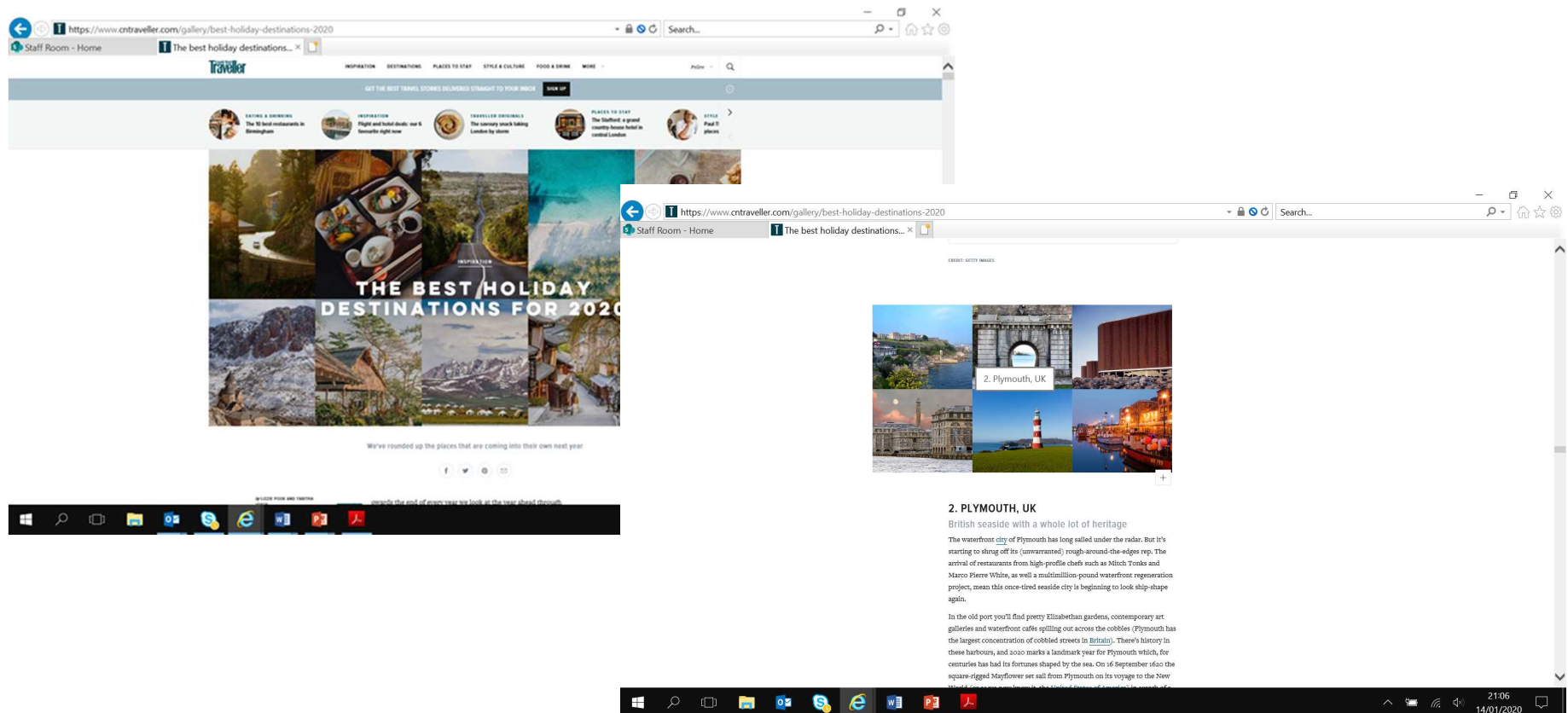
VISITOR PLAN 2020 TO 2030

Work to date

- Came to scrutiny Sept 2018 to initialise process
- Consultation with stakeholders during late 2018/early 2019 including scrutiny workshop
- Headline plan March 2019
- Further consultation March to Nov 2019
- Aim to take plan to cabinet March 2020

A great success story...

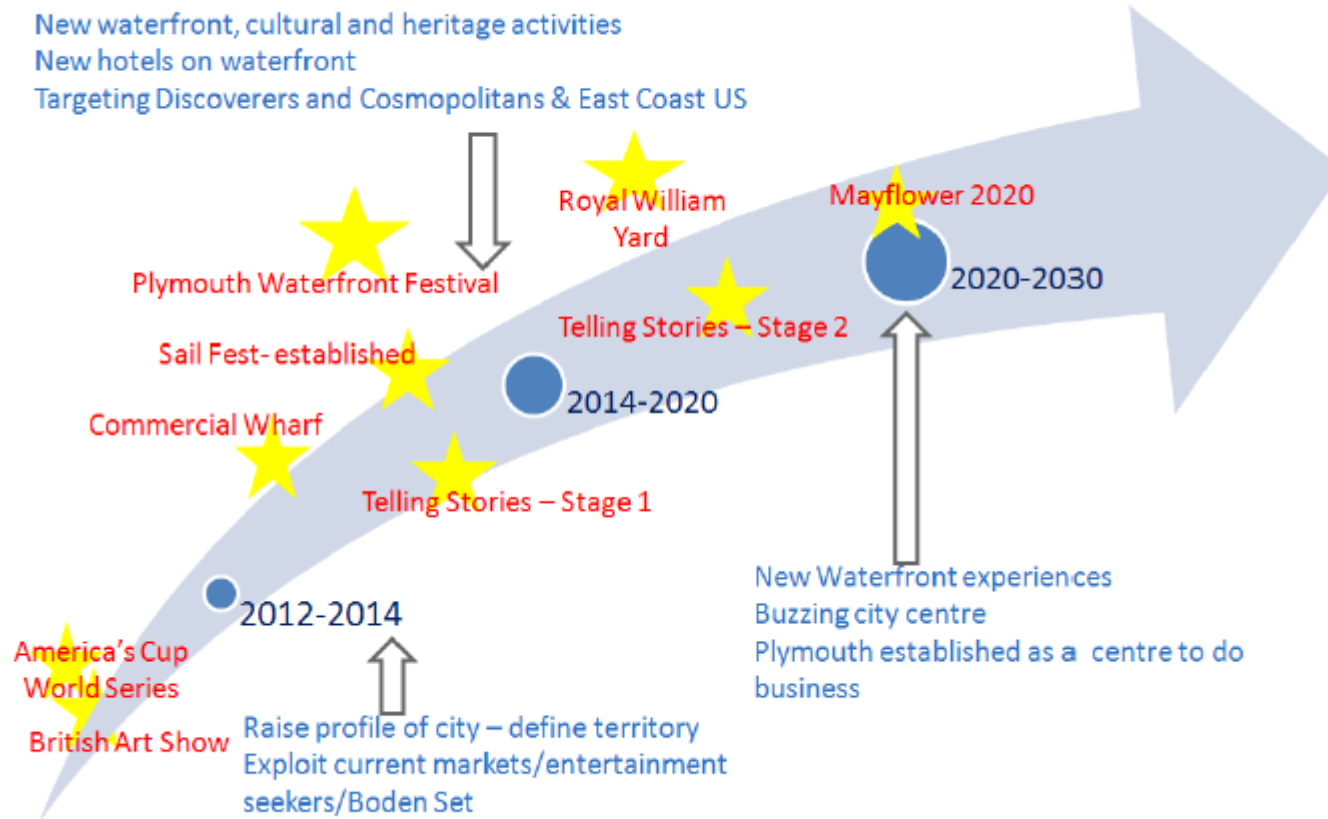
The growth of tourism and the visitor economy has been a great success story for the city with over 25% growth in the last 8 years. From just under 4 million visitors to 5.4 million in 2018 spending over £337 million annually and supporting nearly 8,000 jobs, over 7% of the city's employment.



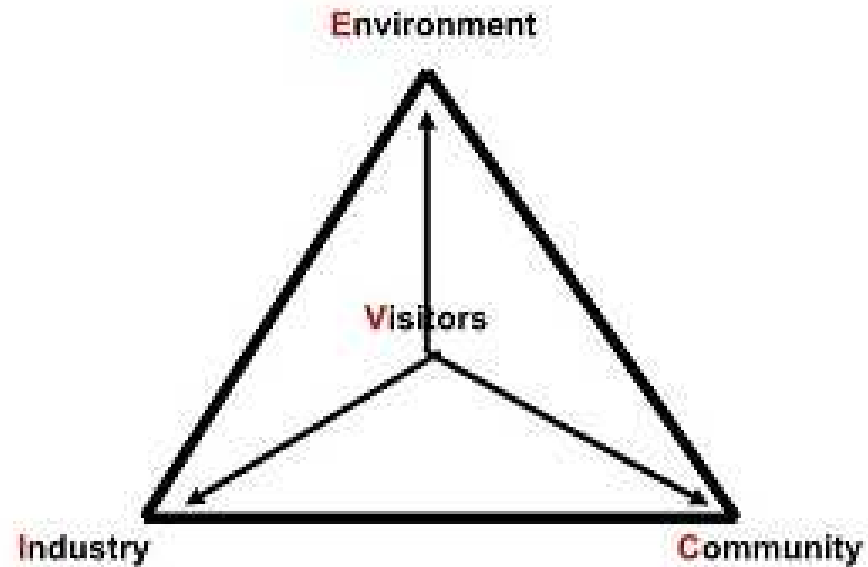
Up to 15,000 cruise passengers..



Visitor Plan 2011 – Trajectory



Sustainable development (VICE)



A successful, sustainable tourism industry needs to identify how to:

- Welcome, involve and satisfy **Visitors**
- Achieve a profitable and prosperous **Industry**
- Engage and benefit host **Communities**
- Protect and enhance the local **Environment**

A plan for visitors and residents...



Our approach

- ▶ Focusing on key star projects
- ▶ Adding value to capital investments through **targeted product development and marketing**
- ▶ Using the **National Marine Park** as a catalyst for delivering **blue/green and environment ambitions**
- ▶ Using **the Box** as a catalyst for creating a vibrant city centre and **cultural ambitions**
- ▶ Delivering the **tourism infrastructure** to serve our target markets – digital connectivity, accommodation, food offers, evening economy, great shopping, exceptional visitor welcome

Plymouth is Britain's Ocean City, famous for its
Waterfront.

We will become the **UK's premier marine city**,
celebrated for our unique and diverse marine life,
culture and experiences.

We will continue to be recognised as **unique among
UK cities** for our natural drama and 500-year history
as a place of embarkation and exploration.



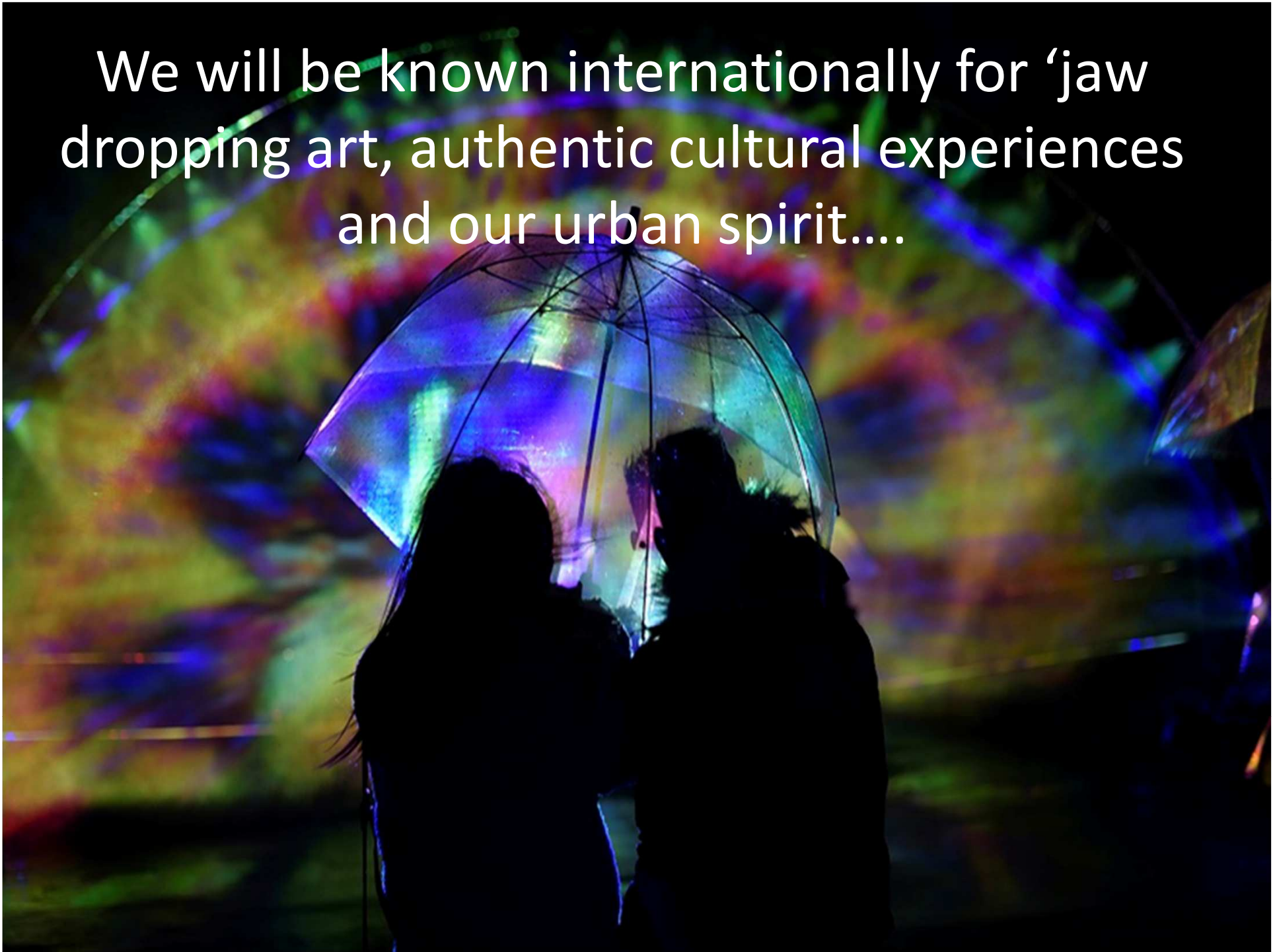
Our national marine park will be globally recognised for amazing experiences, on, in and under the ocean.....



We will be Devon and Cornwall's #1 must do visitor destination...



We will be known internationally for 'jaw
dropping art, authentic cultural experiences
and our urban spirit....



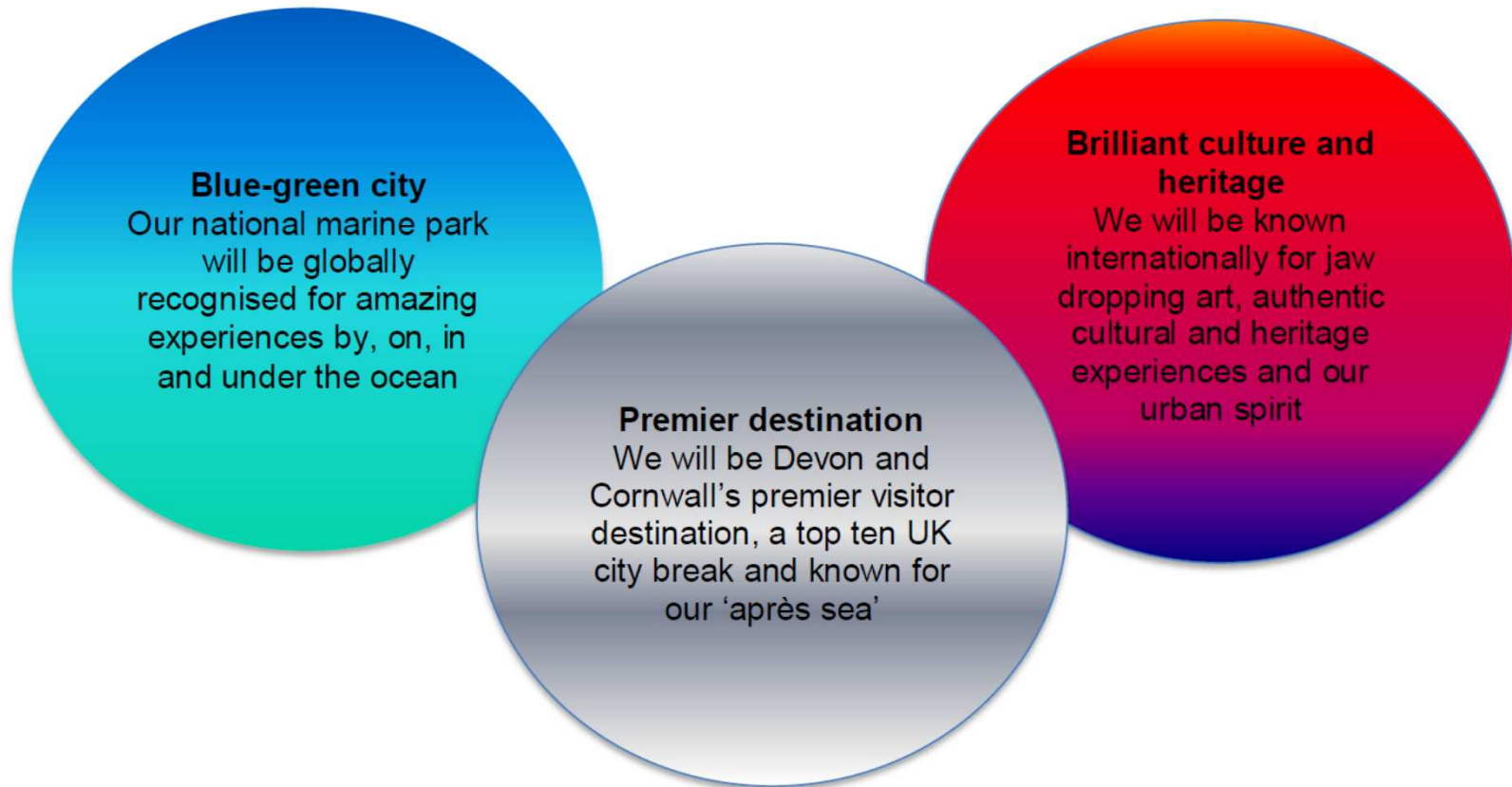
We will be recognised nationally as best in class
or our digital, creative and cultural approach in
everything we do...



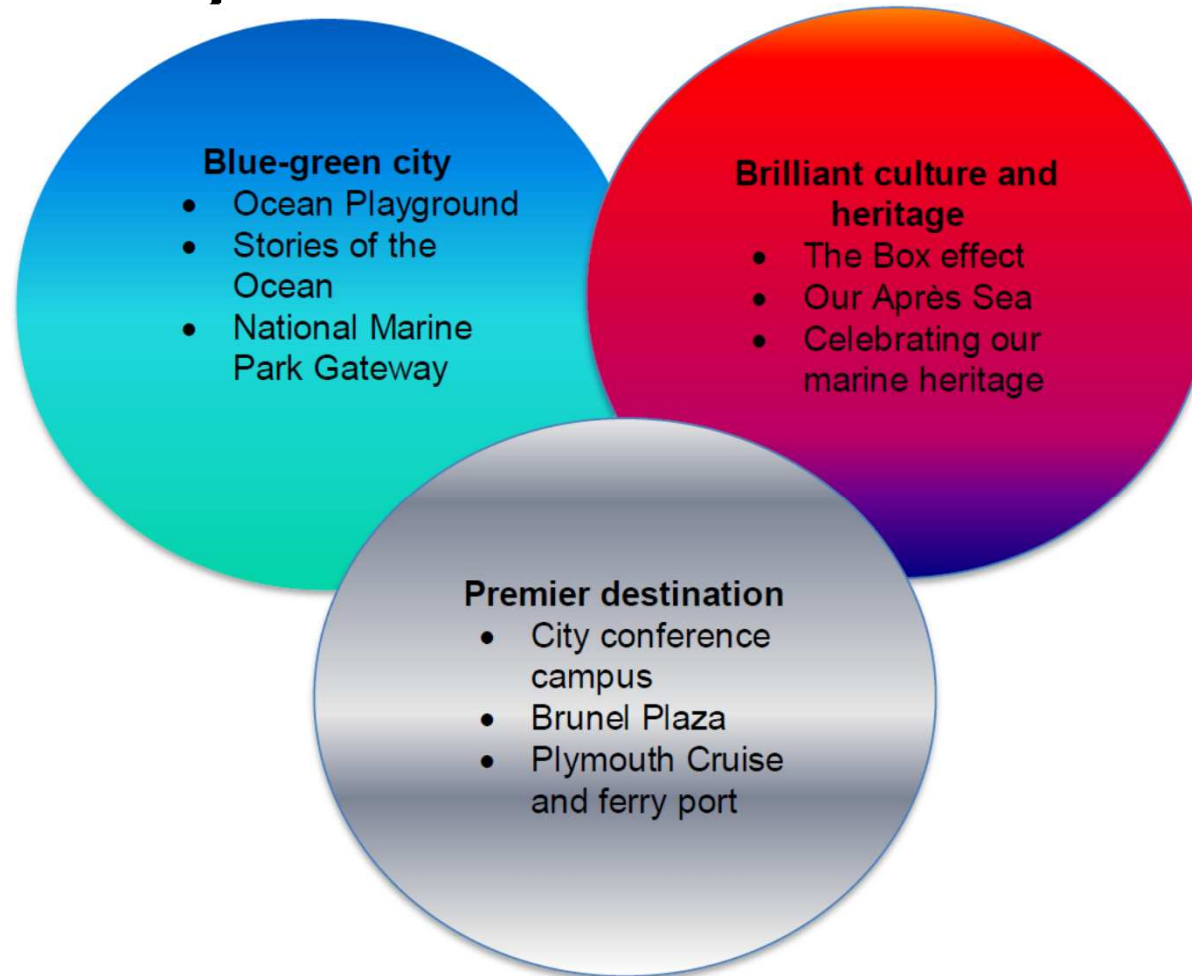
We will have transport infrastructure to match our ambitions...



Three themes....



9 Star Projects....



Enabling priorities

Partnership

People

Brand

Infrastructure

Key target markets:

**Increase international
tourism by 65%**
(worth £60m a year)

**Grow UK staying visits by
25%**
(worth £150m a year)

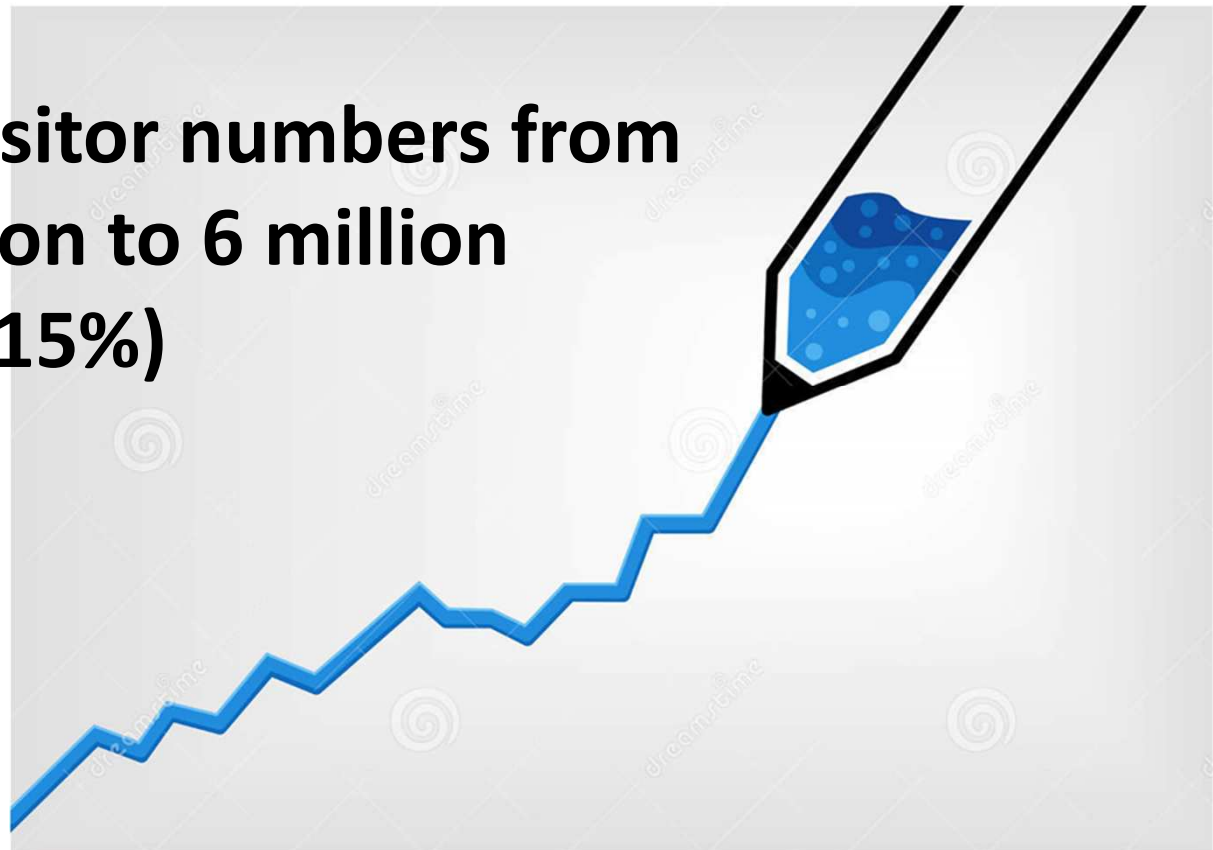
**Up business meetings and
conference tourism by 55%**
(worth £25m a year)



Measures

To grow visitor spend from £347 million to £450 million (an increase of 30%)

To grow total visitor numbers from just over 5 million to 6 million (an increase of 15%)

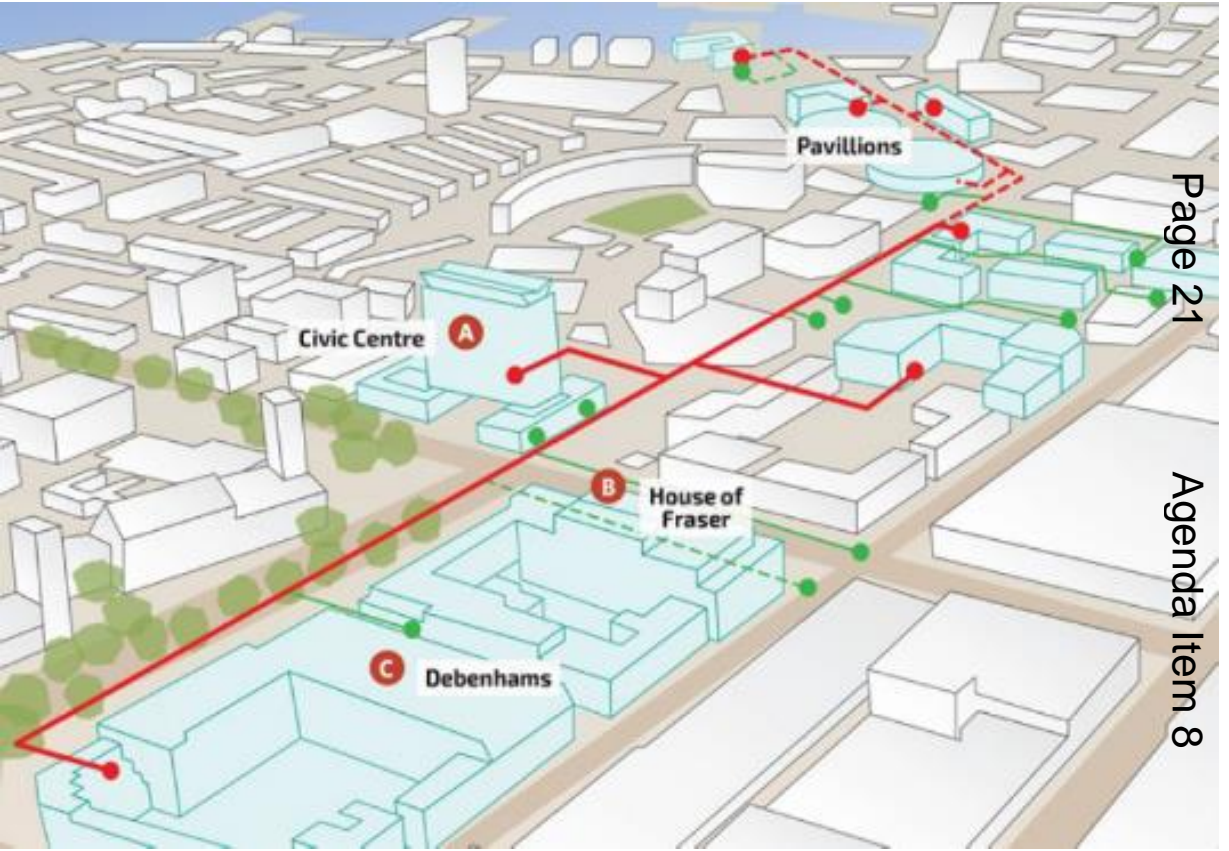
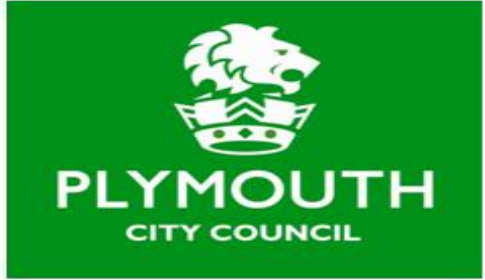


Next steps...

Lots to do...

- First draft of marketing plan nearly complete
- Second draft of business plan February
- Final draft early March
- Aiming for full council March 19th

Plymouth Climate Emergency

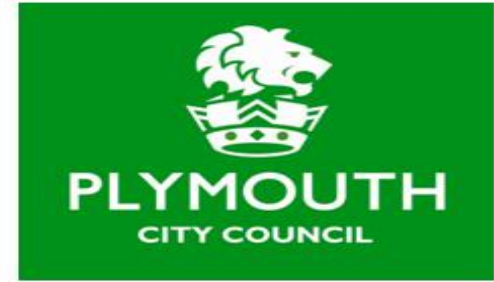


The Value of a Climate Emergency

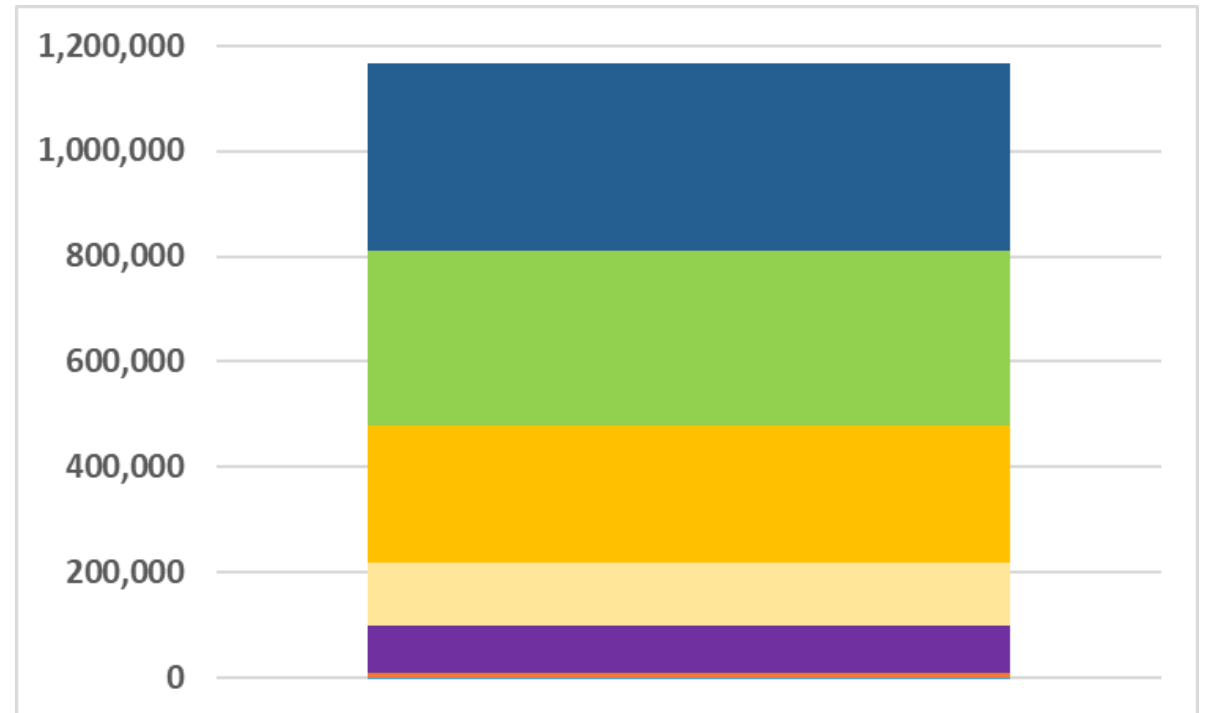
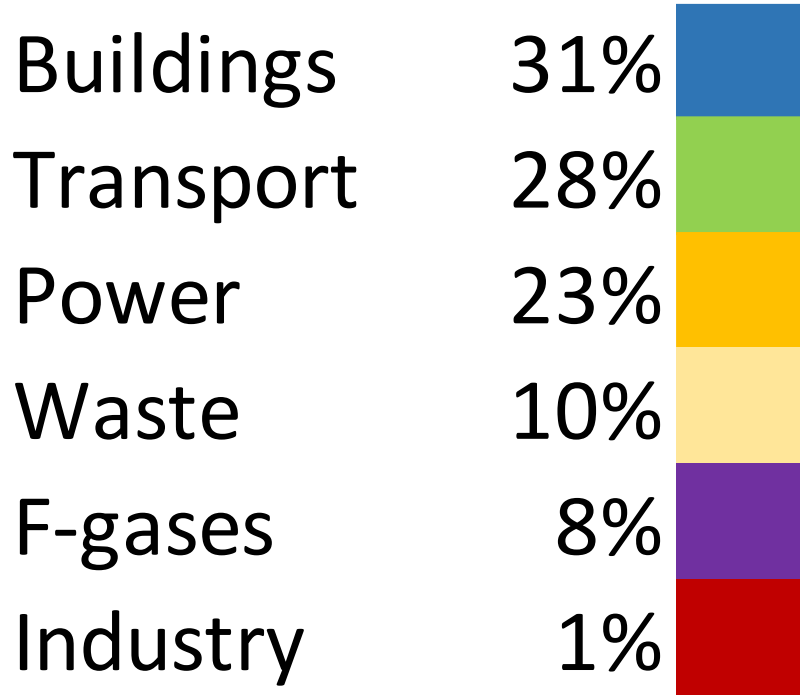


- **Facilitate city-wide conversation**
- **Inspire local action**
- **Create bottom up pressure on central government.**

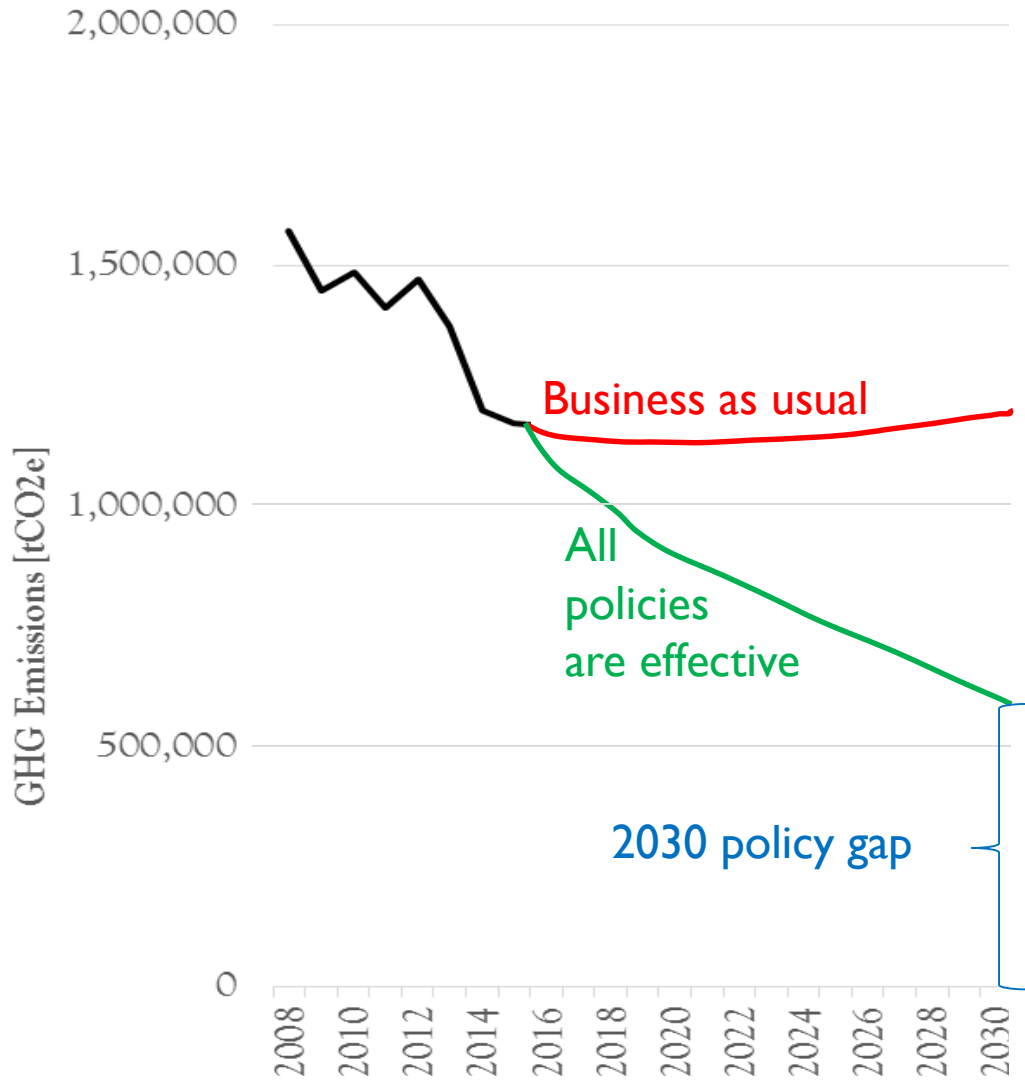
Plymouth's Sectoral Emissions



Where are we now?



Emissions forecast for Plymouth

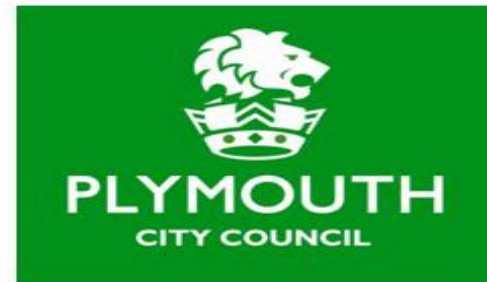


In the absence of carbon reduction policies emissions in Plymouth will rise.

Existing and anticipated government policies in place to deliver emission reductions, including those that presently do not have sufficient funding.

2030 policy gap

Climate Emergency Action Plan



Climate Emergency Action Plan

Climate emergency purpose

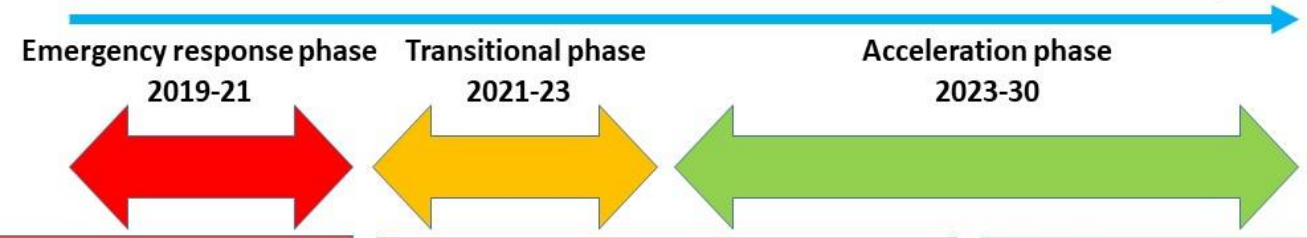
- Facilitate city-wide conversation
- Inspire rapid local action
- Create bottom up pressure on government

STRATEGIC APPROACH

Journey towards net zero carbon

Climate emergency values

- A city approach that supports national and global change
- Everyone plays their part
- No one gets left behind



Emergency response phase focus

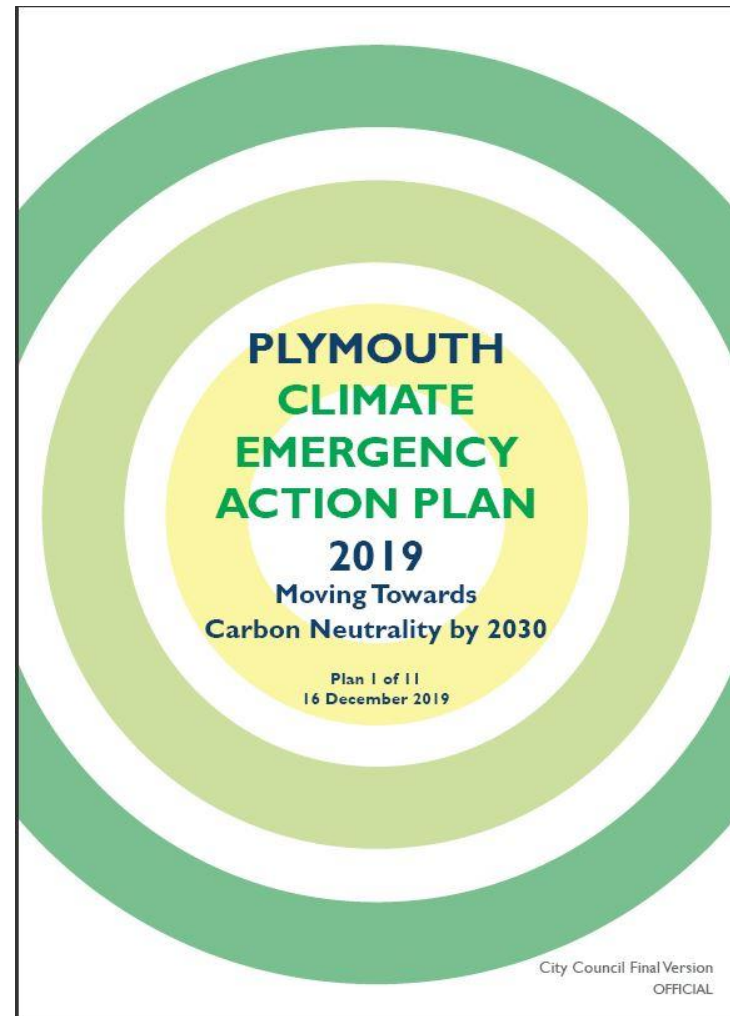
- Continuation of work that is effective at reducing carbon emissions.
- Inspire local action by focusing on projects that are quick to initiate and deliver proven carbon reduction outcomes.
- Analyse and assess where information, resources and policy changes are needed to support the move towards zero carbon, and initiate lobbying to secure the powers and resources needed.
- City collectively sets out vision for how Plymouth will function in a zero carbon world.

Transitional phase focus

- Ramping up delivery of projects that deliver significant carbon reduction, including building retrofits, new low carbon energy generation and changes to mobility infrastructure.
- Complete full scenario testing of options for achieving zero carbon.
- Identifying and prioritising actions.
- Embedding new ways of working.
- Continuing to lobby government for powers and resources to enable us to meet our aim.
- City collectively moves towards zero carbon living with everyone playing their part.

Acceleration phase focus

- All actions required to enable us to reach our zero carbon target are identified and are being implemented.
- All new projects and developments in Plymouth are being delivered in a manner that will ensure that they are zero carbon by 2030.
- Zero carbon working practices are fully embedded as business as usual.
- Plymouth is thriving, with a zero carbon focused approach to growth and quality of life.

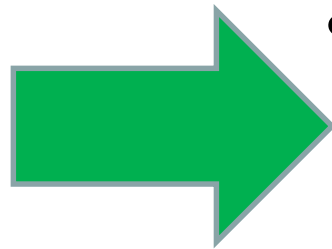


Climate Emergency Action Plan



Key Areas of Focus:

- Engagement and responsibility
- Power generation and heat
- Buildings
- Mobility
- Plymouth City Council corporate emissions



Each Broken Down Into:

- Immediate Actions
- Actions assessed for practicability, impact, and cost
- Requiring resources, new powers, and / or change at a national level.

Climate Emergency Action Plan



CEAP – 75 Actions

39 Immediate actions including:

- Install 100 work place EV charging points by April 2020
- Install electric ferry charging infrastructure
- Improve the energy efficiency of 200 fuel poor households
- Install renewable ground source heat solutions in the city centre and Millbay
- Promote 3 phase electricity supply to all new buildings
- Complete a review of how the City Change Fund could enable climate emergency focused community.

Corporate Carbon Reduction Plan



Aim and Scope

- Council needs to lead by example.
- Focus on emissions and energy uses within the Plymouth City Council estate.
- Will deliver engagement, behavioural change and governance changes.

Corporate Carbon Reduction Plan



CCRP – 40 Actions

Examples of Immediate Actions:

- Replacement of 54 fleet diesel vehicles with EV's over next 2 years
- Complete a full audit of energy use within all PCC occupied buildings to inform next step changes.
- Review plant/tools which produces CO₂ emissions looking at potential alternative fuels or different mechanisms.
- Review the Council's procurement strategy and identify options for embedding climate emergency approaches with our suppliers.
- Review options for an environmental management system to include in the PCC structures.

Climate Emergency Summary



- The Climate Emergency Action Plan is 1 of 11 – a revised plan will be produced each year up until 2030.
- This will allow learning, new approaches and changes in funding and powers to be included as things progress.
- We have a strategic phased approach to tackling this significant issue.
- It is a Citywide approach.
- It is important that we deliver in line with our Climate Emergency Values:
 - A city approach that supports national and global change.
 - Everyone plays their part
 - No one gets let behind.