

PLYMOUTH VISITOR PLAN 2020-30

ENVIRONMENTAL IMPACT

SCRUTINY REPORT - ADDENDUM

Background

This report outlines how delivery of the Plymouth Visitor Plan 2020-30 will help address the City Council's commitment to improve Plymouth's environment and its pledge to establish a carbon neutral city by 2030.

In error, the Scrutiny Report omitted to include a section on the environment, so this addendum has been produced to address this omission.

Introduction

It is important to recognise that our Visitor Plan (in common with cities located around the world) aims to increase the number of visitors that travel too, visit and consume within Plymouth. People are free to choose where to holiday, study or conduct their business and - if Plymouth is to deliver growth and increase productivity in line with the Plymouth Plan - then it must successfully attract visitor and business tourists in the context of an exceptionally competitive global marketplace.

Notwithstanding the above, the Visitor Plan has been designed to improve Plymouth's environmental performance as outlined below.

Existing strategic context / linkages

The Visitor Plan's vision, ambitions and objectives are all aligned or supportive of the Plymouth Plan's strategic objectives, in particular Implementing Britain's Ocean City (INT1), Positioning Plymouth as a major UK destination (INT3) and Delivering a distinctive, dynamic cultural centre (INT4). However, delivery of the plan will also help residents Optimise health and wellbeing (HEA7) and Deliver skills and talent development (GRO2).

The Visitor Plan's targets adopt a wise, sustainable approach to tourism growth based on the VICE (visitors, industry, community, and environment) model. The balance between these four elements has been considered in the production of the plan and should synergize with a view to ensure sustainability.

The Visitor Plan's marketing plan will promote more sustainable transport, aligned to the Transforming Cities Fund objectives to deliver better cycling, pedestrian and public transport routes in Plymouth and the installation of more charging points for electric vehicles around the city. At the heart of the proposals is upgrading Plymouth train station, creating a connected hub that enables seamless interchange between rail, bus, cycle, and walking journeys, complementing £50m of investment already committed to regenerating the station environs. It therefore helps to achieve the Government's ambitions of accurate, accessible and reliable information about transport options, the most affordable tickets and onward connections, as well as making walking and cycling the natural choices for shorter journeys, or as part of a longer journey.

Current credentials of proposed plan

The Visitor Plan's 'Blue-green' theme aims to reconnect people to the ocean, leading to increased understanding, respect and care for Britain's Ocean City and its associated blue and green environment.

The Visitor Plan's Brilliant Cultural and Premier Destination themes both aim to build on our existing offer, for example by leveraging the impact of The Box to promote

Plymouth's wider cultural, heritage and sporting offer, thus minimising the need for additional infrastructure and its associated environmental impact.

The Visitor Plan's 'Star Projects' focus on meeting the needs of local residents and will encourage staycations in the UK, potentially reducing package holidays / foreign travel which is generally associated with a relatively high carbon footprint.

The Visitor Plan will encourage day and overnight visitors to visit throughout the year and thereby grow value at a faster rate than volume. This will ensure a more consistent level of demand, so services and infrastructure can be provided through economies of scale.

The Visitor Plan's marketing of its events programme will promote travel by walking, cycling and public transport for all visitors.

The Visitor Plan will support delivery the Plan for Plastics, to reduce plastic use and thereby help protect and preserve our ocean and green spaces. This could include, for example, the introduction of recycling bins in the public realm.

The Visitor Plan has already influenced the protection and preservation of our natural and historic environment to ensure it remains accessible for our communities as well as visitors and future generations to enjoy.

The Visitor Plan's marketing plan will promote lower carbon activities e.g. walking, cycling, public transport to explore Plymouth and beyond.

Future opportunities

The Visitor Plan creates future opportunities which could be explored:

Industry – business support work with hotels/accommodation providers, retailers and other businesses to maximise their environmental performance e.g. reducing heat wastage, increasing use of renewable energy sources, local / ethical procurement, thereby also reducing their overall carbon footprint, environmental credentials and business costs.

Transport – encourage travel too and about the city by walking, cycling and public transport, aligned too/building on the Transforming Cities Fund.

Incentives – lower carbon activities e.g. if using public transport. Also encourage offsetting.

Consumption – promoting sustainable consumption through green tourism initiatives that promote behaviour change in line with the Council's carbon emergency plan.