

# Cabinet



Date of meeting: 10 March 2020  
 Title of Report: Plymouth Visitor Plan 2020 to 2030  
 Lead Member: Councillor Tudor Evans OBE (Leader)  
 Lead Strategic Director: Anthony Payne (Strategic Director for Place)  
 Authors: Amanda Lumley, Executive Director, Destination Plymouth, and  
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 Your Reference: Dev/ED/ED/Proj/VP/CabinetReport10/03/20  
 Key Decision: No  
 Confidentiality: Part I - Official

## Purpose of Report

This report provides an update for Cabinet on progress to agree a new 'Plymouth Visitor Plan 2020-30' by March 2020. This plan will use the legacy of Mayflower 400 to continue to grow the city's tourism sector using the National Marine Park as a key catalyst.

**The plan will enable Plymouth's residents to benefit from the visitor economy, supporting quality job retention and creation; whilst also enabling Plymothians to take full advantage of the city's rich history, heritage and unique environment, by promoting opportunities for education, health and wellbeing, and pride.**

Work on the Visitor Plan refresh is being led by Destination Plymouth and was initially brought to Scrutiny in August 2018 and then further reviewed with the headline Visitor Plan 2020-30 strategy being adopted by the City Council in March 2019. The process to refine the plan has continued over the past 12 months with the final draft of the business plan being taken to scrutiny on January 15<sup>th</sup> 2020 and subsequently being recommended to take forwards to cabinet.

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.

We have just received the visitor numbers for 2018, which are very positive. Visitor numbers have risen 5% from 5.1 million to 5.4 million with spend increasing from £332 million to £337 million a 2% increase. This reflects very strong growth in the day visitor market (6%), however, overseas and UK staying visit numbers are static which reflects the lack of growth in our serviced accommodation offer. Within the region, we have outperformed every other destination in Devon except for Exeter.

## Recommendations and Reasons

### That Cabinet:

- I) Adopt the proposed plan, including the emerging 'Star Projects' – as recommended by the Brexit, Infrastructure and Legislative Change OSC at its meeting held on 15 January 2020.

### **Alternative options considered and rejected**

Delivery of the existing Visitor Plan has significantly grown the city's visitor economy, which now represents nearly 8,000 jobs, 7% of employment in the city. The visitor sector is growing in an environment where some more traditional employment sectors are reducing and is therefore of significant importance to the local community. The plan has acted as a key catalyst and, given changes to the marketplace, the importance of maximising the Mayflower 400 legacy and emerging aspirations for the first national marine park, it is considered essential that a new Visitor Plan is commissioned, consulted on and delivered.

Not refreshing the Visitor Plan could potentially affect the city's ability to position itself as a destination not just to visit but also to invest in and to live. This could have significant impacts on the city's overarching growth strategy, the Plymouth Plan, to 2032.

### **Relevance to the Corporate Plan and/or the Plymouth Plan**

Plymouth is Britain's Ocean City and the visitor economy is a major contributor to our economic growth, local community and vibrant waterfront city. The Visitor Plan aims to address growing city priorities, in particular economic growth, jobs, skills and sustainability. The Scrutiny review approach embeds our values; it is democratic, responsible, fair and co-operative.

### **Implications for the Medium Term Financial Plan and Resource Implications:**

Destination Plymouth Ltd. was formed in 2008 and incorporated in June 2010 as a private/public sector partnership and arm's length company of Plymouth City council. Destination Plymouth Ltd currently receives £150,000 of revenue funding from PCC per annum up to the financial year-end Mar 2021. This is part of the £2.25 million commitment to Mayflower 400 up to end March 2021 and is included within existing revenue budgets.

Destination Plymouth Ltd. will require an ongoing revenue commitment post March 2021 to remain a going concern but more importantly to enable leverage from key city partners to continue to support delivery and programme activity. Provision has been made for this commitment from within existing revenue budgets linked to the MTFS for a period of three years to March 2024.

In addition to this PCC supports city marketing and advertising within the existing Economic Development team and revenue budget and a commitment has also been made to maintain this support.

Over the past three years, Destination Plymouth Ltd has helped to leverage over £7.7 million income through grants alone for specific projects related to the visitor plan.

Funding for the process of renewing the 10-year strategy has been provided within the existing economic development revenue budget. No further implications are anticipated for the MTFS at this stage, resource implications are limited to member and officer time.

### Carbon Footprint (Environmental) Implications:

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. 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.

In addition to this, the plan includes the stated ambition for Plymouth 'to be one of the first zero carbon destinations in the UK by 2030 supporting our wider city aims'.

### Other Implications: e.g. Health and Safety, Risk Management, Child Poverty:

*\* When considering these proposals members have a responsibility to ensure they give due regard to the Council's duty to promote equality of opportunity, eliminate unlawful discrimination and promote good relations between people who share protected characteristics under the Equalities Act and those who do not.*

The refreshed Visitor Plan may include recommendations that relate to the above

### Appendices

*\*Add rows as required to box below*

Ref.	Title of Appendix	Exemption Paragraph Number (if applicable) <i>If some/all of the information is confidential, you must indicate why it is not for publication by virtue of Part 1 of Schedule 12A of the Local Government Act 1972 by ticking the relevant box.</i>						
		1	2	3	4	5	6	7
A	Briefing Report							
B	Visitor Economy Business Plan							
C	Equalities Impact Assessment							

**Background papers:**

\*Add rows as required to box below

Please list all unpublished, background papers relevant to the decision in the table below. Background papers are unpublished works, relied on to a material extent in preparing the report, which disclose facts or matters on which the report or an important part of the work is based.

Plymouth Visitor Plan 2020-30

<http://democracy.plymouth.gov.uk/mgConvert2PDF.aspx?ID=94751>

Title of any background paper(s)	Exemption Paragraph Number (if applicable)						
	If some/all of the information is confidential, you must indicate why it is not for publication by virtue of Part 1 of Schedule 12A of the Local Government Act 1972 by ticking the relevant box.						
	1	2	3	4	5	6	7
Plymouth Visitor Plan 2020 - 2030							
Visitor Plan on a page							

**Sign off:**

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Originating Senior Leadership Team member: Anthony Payne, Strategic Director for Place											
Please confirm the Strategic Director(s) has agreed the report? Yes											
Date agreed: 27/02/2020											
Cabinet Member approval: Councillor Evan, OBE (Leader)											
Approved verbally 26 Feb 2020											