

RURAL, ECONOMIC AND ENVIRONMENTAL AFFAIRS COMMITTEE

16 NOVEMBER 2011

REPORT OF THE HEAD OF COMMUNITIES & NEIGHBOURHOODS

TOURISM - BLUEPRINT FOR ACTION 2011-2014

1. PURPOSE OF THE REPORT

- 1.1 To seek approval from members of the Committee on the Revised Tourism Blueprint for Action 2011 - 2014 Development Plan

2. RECOMMENDATIONS

- 2.1 **That members of the Rural, Economic and Environmental Affairs Committee note and approve the Blueprint for Action Development Plan 2011 – 2014.**

3. KEY ISSUES/BACKGROUND

- 3.1 Melton Promotions Board was set up in the autumn of 2004 and has continued to be a strong working Partnership that has successfully delivered the actions and strategies highlighted in the 2004 – 2007 Tourism Blueprint.

- 3.2 The role of the Board is to continue to develop the strategic, operational and financial plans to enable economic growth and increased culture value of tourism.

- 3.3 The revised Blueprint is Melton Promotion's operational plan for tourism and aims to bring together more cohesion, consistency and focus.

- 3.4 The revised Blueprint, in response to a disinvestment in 2010/11 identifies and prioritises the actions that will make the most difference to the business of tourism. Practical and action orientated the Blueprint focuses on the four key areas of:

Festivals & Events
Places to eat & drink
Promoting food and drink retail outlets
Food & drink experiences

- 3.5 Appendix A attached is the Melton Promotions Blueprint For Action 2011 - 2014, produced by the Melton Promotions Board.

- 3.6 The Blueprint identifies the key actions required by partners for the period 2011 - 14. This in turn will generate the on-going programme of actions for the partnership, covering tourism, marketing and development.

- 3.7 The main aim of the blueprint is to reinforce and renew Melton's single distinctive message, focussing on the brand 'Rural Capital of Food', allowing Melton to continue to build a stronger and more distinctive profile through its unique tourism story.

- 3.8 The Blueprint now identifies that Melton must focus on the distinctive offer based on food, reinforcing the 'rural capital of food, message through two focussed propositions:

1. Delight the taste buds
2. Feed the mind

3.9 Appendix B attached is the minutes from a Sub Board meeting specifically focussing on the Blueprint for Action 2011 – 14, which also shows the actual breakdown of spend.

3.10 Members are also asked to note that officers are also developing the [Tourism] service with a Welland focus, which will relate to the rural offer of the region.

4. POLICY AND CORPORATE IMPLICATIONS

4.1 It accords with the Council's priority to 'Build on the borough's heritage and continue to develop its brand image, improve infrastructure and enhance the environment to attract inward investment and visitors'

4.2 The Blueprint, also accords with the one of the Council's top priority of 'enhancing the vitality and viability of the town centre'

5. FINANCIAL IMPLICATIONS

5.1 Melton Borough Council contributes £20k per annum to the Melton Promotions Board to deliver the main strategic and operation activities agreed within the Blueprint.

6. LEGAL IMPLICATIONS

6.1 No legal implications have been identified

7. COMMUNITY SAFETY

7.1 The Blueprint For Action Plan aims to create a safe and welcoming place for visitors and Melton Promotions will continue to work with key partnerships and organisations to deliver projects and initiatives that support a safer Borough.

8. EQUALITIES

8.1 No equality impact assessment implications.

9. RISKS

9.1 The impact of Economic recession increases with a downturn in tourism business and spend.

10. CONSULTATION

10.1 Consultation has been made with all Board Members of Melton Promotions, which included Leicester Shire Promotions, Melton Borough Council, Melton Mowbray Town Estate, Melton Mowbray Food Partnership, and the Borough's attractions and key accommodation providers.

11.0 WARDS AFFECTED

11.1 All wards are affected

12.0 CLIMATE CHANGE

12.1 There are no climate change implications relating to this report.

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Appendices A Blueprint for Action 2011 – 14
 B Melton Blueprint Sub Board Minutes

Background Papers: none