

RURAL, ECONOMIC AND ENVIRONMENTAL AFFAIRS COMMITTEE

4 SEPTEMBER 2013

REPORT OF THE HEAD OF COMMUNITIES & NEIGHBOURHOODS

TOURISM – PERFORMANCE STEAM REPORT 2012

1. PURPOSE OF THE REPORT

- 1.1 Members to note and comment on the Tourism Scarborough Tourism Economic Activity Monitor (STEAM) report for Melton 2012.

2. RECOMMENDATIONS

- 2.1 **That members note and comment on the Melton STEAM performance 2012.**

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 Members of this Committee approved the revised Blueprint in November 2011, which is Melton Promotion's operational plan for tourism and aims to bring together more cohesion, consistency and focus.

- 3.4 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.

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

- 3.7 The Blueprint now identifies that Melton must focus on the distinctive offer based on food, reinforcing the "Rural Capital of Food" message through two focused propositions:

1. Delight the taste buds
2. Feed the mind

3.7 STEAM (Appendix A)

The Scarborough Tourism Economic Activity Monitor (STEAM) approaches the measurement of tourism at the local level from the supply side (not the demand side). It is designed to provide an indicative base for monitoring trends by:

- demonstrating the overall performance of the tourism sector within a district including trends and patterns
- Indicating the levels of employment and jobs associated with tourism.
- The analysis report supports the business case for further tourism development via planning, strategy and policy processes
- The STEAM monitor can be used in order to identify, support and evidence additional tourism related opportunities locally.
- The absence of this trend analysis at a local level may put a district at a disadvantage when opportunities for tourism are considered within the wider sub-regional context
- The figures can be used to support Corporate Strategy, the sub-regional economic development strategy and local LDF processes.

The STEAM Outputs

STEAM quantifies the local economic impact of tourism, from both stay and day visitors, by

- Analysis of bed stock (by category month by month, year on year);
- Analysis of bed stock seasonal availability (by category of accommodation);
- Estimates of revenue generated by tourists (by category of accommodation and distribution by activity by month);
- Categories of serviced accommodation will be: under 10 rooms; 11-50 rooms; over 50 rooms; over 100 rooms;
- Categories of non-serviced accommodation: Camping and Caravanning (Touring); Caravanning (Static); Flats, Chalets and Cottages; Hostels, Schools and Colleges;
- Estimates of number of tourists and number of tourist days (by category of accommodation by month);
- Estimates of employment supported by tourism;
- Estimates of traffic implications of tourism (by month);
- Trend information annually for all output categories by zone.

The STEAM Inputs

At a minimum, the implementation of STEAM depends on:

- Information on occupancy percentages each month for each type of accommodation;
- Bed stock for each type of accommodation within the areas to be surveyed;
- Attendance at attractions/major events by month;
- TIC visitor figures by month.

3.9 Key Issues.

Sector Expenditure

The 2012 report shows an overall small decrease of 7% in expenditure in 2012 in all tourism sectors (accommodation, food & drink, recreation, shopping and transport) at £70.71m compared to £75.93m (indexed) in 2011.

The most significant fall was in accommodation at 14% in 2012. This is also reflected in the 9% fall in economic impact generated (by £'s millions) of 9%.

Economic impact of direct and indirect expenditure

2012 figures however showed a slight increase in the economic impact on direct and indirect expenditure in 2012. August, £6.6m and November £6.6m compared to £6.4m and £6.3m respectively in 2011. This may be indicative of the continued increase in coach visitors over the summer months and the continued promotion and success of the Taste/Christmas campaigns.

Economic Impact Generated by Visitor Category

During 2012 Melton saw an overall decrease of 7% in visitor economic impact from £75.93m to £70.71m. However, there was a 2% increase in tourists staying with friends & relatives (SFR) and a very slight increase in tourists staying in non-serviced accommodation (caravan & camping). This was particularly notable again during November, which could again be accredited to the increase seen in coach visitors, key events and the promotion of the Gourmet Taste/Christmas offers.

Tourist Days & Tourist Numbers

Tourist days and tourist numbers saw a small decrease of 6% and 7% respectively in 2012, with day visitor numbers falling by 8%. There was an increase however of tourist numbers and days in November 2012, with January and November proving to be the most popular months to visit Melton.

Sector Employment

Overall, employment figures in all quantified sectors (accommodation, food & drink, recreation, shopping and transport) saw a small decrease in 2012 of 4%. This shows a reflection of the UK's overall economic downturn.

Next steps

- 3.10 It is clear the economic recession has had an impact in some of these areas; however, this general increase trend shows that some of the initiatives in Melton i.e. short stay package offers are making a difference to the tourism sector.
- 3.11 Melton Promotions will review the Steam report for 2012 and develop and deliver projects/actions, based upon the report and around the tourism blueprint, officers at the same time will review the Tourism Blueprint to ensure it is fit for purpose and considers this report.
- 3.12 Additionally, the Council and partners are also actively contributing to the Tourism review, led by Leicestershire County Council. This is an opportunity to influence a more local and themed approach which would support our strong sector position and brand image of food and drink.
- 3.13 members of this committee were also previously advised that an 'event funding strategy' is being developed, this is progressing and Leicestershire promotions will be asked to work with the council in its development

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 priorities 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 operational 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 and a review of projects and actions will be designed to tackle some of the issues identified within the [STEAM] report.

10. CONSULTATION

- 10.1 The Blueprint was developed in consultation with all the 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.
- 10.2 The Melton STEAM reports 2012, has been presented to the Melton Promotions Board.

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 Melton STEAM report 2012

Background Papers: none