

RURAL, ECONOMIC AND ENVIRONMENTAL AFFAIRS COMMITTEE

7 MARCH 2012

REPORT OF THE HEAD OF COMMUNITIES & NEIGHBOURHOODS

TOURISM – PERFORMANCE STEAM REPORT 2010

1. PURPOSE OF THE REPORT

- 1.1 Members to note and comment on the Tourism Scarborough Tourism Economic Activity Monitor (STEAM) report for Melton 2010.

2. RECOMMENDATIONS

- 2.1 **That members note and comment on the Melton STEAM performance 2010.**

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 on 16 November 2011 approved the revised Blueprint, which is Melton Promotion's operational plan for tourism and aims to bring together more cohesion, consistency and focus. The Blueprint is attached as Appendix A

- 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 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.

- 3.6 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.

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

1. Delight the taste buds
2. Feed the mind

3.8 STEAM (Appendix B)

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

Overall, 2010 saw no increase or decrease in expenditure in all tourism sectors (accommodation, food & drink, recreation, shopping and transport) over 2009. However, the months of June, September, October and November in 2010 saw an increase in expenditure. This could be accredited to the re-introduction of the Melton Country Fair in June 2010 plus the increased coach visits and the promotion of the Christmas campaign and its associated key events.

Economic Impact Generated

During 2010, Melton saw a 2% increase in tourists staying with friends & relatives (SFR) and a 7% increase in tourists staying in non-serviced accommodation (caravan & camping). Overall, the £'s generated by accommodation and day visitors stayed the same as 2009. There was an increase in all areas throughout the months of June to November which could be accredited to the increase seen in coach visitors, key events and the promotion of the Christmas offer.

Tourist Days & Tourist Numbers

Tourist days and tourist numbers saw an increase in 2010 specifically over June and July and September to November, again with the Summer months and the run in to Christmas proving to be the most popular months to visit Melton. Serviced accommodation saw a decrease in numbers, however, showing an overall change of -4% on 2009.

Sector Employment

Overall, employment figures in all quantified sectors (accommodation, food & drink, recreation, shopping and transport) saw a decrease of 5% on 2009. This shows a relative positive figure in relation to the UK's overall economic downturn.

- 3.10 It is clear the economic recession has had an impact in some of these areas; however, there are initiatives that being developed i.e. short stay

package offers which will seek to address some of the issue highlighted above. Melton Promotions will be asked to analyse further some of these findings and develop and deliver projects/actions, based around the blueprint.

- 3.11 Additionally, the Council and partners are 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.

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.

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 report 2010, 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 Blueprint for Action 2011 – 14
 B Melton STEAM report 2010

Background Papers: none