

AGENDA ITEM 6

RURAL, ECONOMIC AND ENVIRONMENTAL AFFAIRS COMMITTEE

3 SEPTEMBER 2014

REPORT OF THE HEAD OF COMMUNITIES & NEIGHBOURHOODS

TOURISM – STEAM TREND REPORT 2009-2013

1. PURPOSE OF THE REPORT

- 1.1 Members to note and comment on the Tourism Scarborough Tourism Economic Activity Monitor (STEAM) trend report for Melton 2009 – 2013.

2. RECOMMENDATIONS

- 2.1 That members note and comment on the Melton STEAM trend report 2009 – 2013 and the performance of tourism during this period.

3. KEY ISSUES/BACKGROUND

- 3.1 Melton Promotions Board was set up in 2004 and has continued to be a strong working Partnership that has successfully delivered the actions and strategies highlighted in the two Tourism Blueprints (2004-2007 & 2011-2014)
- 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. The Blueprint identifies the key actions required by partners for the period 2011 - 14. This in turn generated the on-going programme of actions for the partnership, covering tourism, marketing and development.
- 3.4 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, through two focused propositions:
 1. Delight the Taste Buds
 - a. Festivals & Events
 - b. Places to Eat & Drink
 - c. Promotion of Food Producers & Retail Outlets
 2. Feed the Mind
 - a. Experiences (Cheese Tasting, Pie Demos, Brewery Tours)
 - b. Short Breaks (Taste themed campaigns)
- 3.5 The introduction of a Stay Play and Explore Campaign for Melton was developed through Leicestershire Promotions. The 'Taste of Leicestershire' short break campaign was piloted in 2012 and has continued throughout 2013 and 2014. The focus is to increase the numbers of Staying Visitor and convert existing Day Visitors into Staying Visitors in line with the current 'stay-cation' phenomena (the increase in domestic tourism with UK short breaks).

3.6 Melton Promotions has targeted the group travel market to entice Day Visitors and Staying Visitors to Melton through 'taste experiences' at four key national and regional trade exhibitions. The group travel market has seen an increase in visitor numbers during 2013 and 2014 and the employment of a Meet & Greet officer on Tuesdays has enhanced and developed this market.

3.7 Why STEAM?

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.

3.8 STEAM collects local data in order to provide comparable data in four areas:

- Economic Impact - Combined direct & indirect expenditure
- Visitor Numbers - The number of tourist visits to the area
- Visitor Days – the number of days/nights spent by visitors to the area
- Employment Support – The number of employees (FTE's) supported directly and indirectly by tourism.

3.9 STEAM collects data by 2 different types of visitor:

- Staying Visitor – Those staying overnight in:
 - Paid Accommodation *(Serviced & Non-Serviced)
 - Staying with Friends & Relatives (SFR)
- Day Visitor

3.10 Background Summary

STEAM data allows Melton Borough Council to monitor and evaluate the effectiveness of the Tourism Blueprint and the subsequent key initiatives and campaigns delivered by the Borough Council and Melton Promotions. It can also monitor the effectiveness of tourism activity by other key partners such as Leicestershire Promotions, Melton BID Company, Melton Mowbray Town Estate and key event organisers.

It allows Melton Borough Council to ensure that all tourism activity and expenditure is targeted to the identified sectors to ensure maximum economic benefit to the Borough whilst creating a vibrant and attractive visitor destination.

*Serviced - Accommodation including services such as cleaning / linen change and where utilities are paid.
Non-Serviced – Additional services like meals & cleaning is not offered and chores are done by the tenant.

3.11 Comparative Summary (Appendix 1)

Appendix 1 summarises the 2013 STEAM data alongside the 2012's figures to give a comparable performance percentage. The summary shows that there has been a positive increase in visitor numbers, both of the Staying Visitor and the Day Visitor compared to the decline in numbers in 2012. It shows that during 2013 Melton's tourism industry not only showed an increase in visitor numbers, but also showed an increase in the number of employees supported by tourism and an increase in tourism related expenditure, improving the economy of the Borough.

3.12 Economic Impact (Appendix 2)

Appendix 2 summarizes the economic impact of the tourism industry from 2009 to 2013; i.e. the amount of spend generated through tourism into the economy. It is within this sector where the largest increases have occurred. Melton has seen an increase of 7.1% on 2012 which equates to £75.72 million of tourism spend during 2013. There has been a 9.6% increase in tourism spend since 2009.

The most significant trend is the increase in Staying Visitors (11% in serviced accommodation) which has boosted tourism expenditure. This is encouraging as it concludes that the 'Gourmet Taste of Leicestershire' short break campaign has made a positive impact to Melton's economy and future projects should continue to be focused around attracting Staying Visitors. The investment plans for key accommodation suppliers (Harboro Hotel, Scalford Hall & Sysonby Knoll) and the opening of Premier Inn will only enhance Melton's offer to the Staying Visitor.

3.13 Visitor Numbers & Visitor Days (Appendices 3 & 4)

There has been an increase of 2.7% in visits and days which equates to 1.77 million visitor days and 1.56 million visits spent in Melton in 2013. The largest increases can be seen in February, May, August and December which can conclude that events such as the British Pie Awards, Artisan Cheese Fair and Victorian Christmas Fayre are successful in attracting visitors to the area and increasing the number of Staying Visitors. The data also compliments the figures collected during the year on Coach Visits and concludes that the group travel market is attracted to Melton for key events and during the summer months for day excursions. However, despite the increase in Staying Visitors, 89% of visitors to Melton are Day Visitors, highlighting the fact that if these can be converted to Staying Visitors then Melton would see a dramatic improvement in the local economy.

3.14 Employment Supported (Appendix 5)

There has been a positive 5% increase in the number of full time employees (FTE's) supported by tourism. This can be seen across the key sectors of Shopping, Food & Drink and Accommodation. In 2013, the tourism industry equated to 1,141 FTE's. 2012 saw a significant drop which was reflected in the national recession but the 2013 data shows good economic recovery and a strengthening of the tourism economy.

3.15 Additional Analyses & Outputs

Further analysis such as Sectorial Analysis, Annual and Monthly Impact and Accommodation Supply can also be found in the full report. (Background papers

3.16 Next Steps

- We must continue to encourage more Staying Visitors through campaigns and initiatives as this sector will improve the economy with higher expenditure and more FTE's in target sectors.
- Melton Promotions will review STEAM and develop and deliver projects/actions, based upon the report and officers at the same time will revise the new Tourism Blueprint 2014 - 2018 to ensure it develops it's strategies in line with this report. Future expenditure on promoting the group travel market will continue to be supported through Melton Promotions in line with these results.
- The data from this report will be influential in the preparation of the Events Tourism Strategy and the development of the Event Management Board Events such as the British Pie Awards, Artisan Cheese Fair and Victorian Christmas Fayre are having a positive economic impact on the area and this will need to be reflected in the Events Tourism Strategy.
- We need to continue to work with LeicesterShire Promotions and Visit Britain to increase awareness of the Melton offer regionally and nationally through targeted campaigns focussing on the Staying Visitor.
- We must ensure that other key partners and stakeholders are in support of the Borough's Tourism Blueprint and Event Strategy and the importance of developing the Staying Visitor market.
- Melton Mowbray is an attractive visitor destination for Day Visitors. We need to ensure that the visitor experience is excellent by providing a clean, attractive, safe destination with clear information for tourists and quality attractions, accommodation and experiences.

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 There is no additional financial resource requested.
- 5.2 Melton Borough Council continues to fund Melton Promotions Board to deliver the main strategic and operational activities agreed within the Blueprint, within its existing Tourism budget.
- 5.3 Melton Borough Council continues to fund the STEAM report through its existing Tourism budget.

6. LEGAL IMPLICATIONS

6.1 No legal implications have been identified

7. COMMUNITY SAFETY

7.1 The Tourism Blueprint 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 Melton's reliance on Day Visitors must be addressed in order to increase the economic spend and employment levels within the tourism industry.

10. CONSULTATION

10.1 The Blueprints are developed in consultation with all the Board Members of Melton Promotions, which include LeicesterShire Promotions, Melton Borough Council, Melton Mowbray Town Estate, and the Melton BID Company, Melton Mowbray Food Partnership and the Borough's key attractions and accommodation providers.

10.2 The Melton STEAM report 2013, will be presented to the Melton Promotions Board on Monday 15th September 2014.

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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Date: 18 August 2014

Appendices APPENDIX 1 - Comparative Summary 2013 – 2012
APPENDIX 2 – Economic Impact
APPENDIX 3 – Visitor Numbers
APPENDIX 4 – Visitor Days
APPENDIX 5 – Employment Support

Background Papers: Melton STEAM report 2009-2013