

Report of	Meeting	Date
<p><b>Chief Executive</b></p> <p>(Introduced by Leader of the Council and Cabinet Member (Policy, Reform and Communications))</p>	Cabinet	Wednesday 21 June 2023

## South Ribble Tourism Strategy

Is this report confidential?	No
Is this decision key?	No

### Purpose of the Report

- To consider a new tourism strategy for South Ribble.

### Recommendations

- To approve the tourism strategy, which is attached at Appendix 1.

### Reasons for recommendations

- It was a corporate strategy project to create a tourism strategy and so to complete that project we need to approve the draft strategy.

### Other options considered and rejected

- The alternative option would have been not to produce a strategy for approval but this was rejected because it was a corporate strategy project.

### Corporate priorities

- The report relates to the following corporate priorities:

An exemplary council	<b>Thriving communities</b>
A fair local economy that works for everyone	Good homes, green spaces, healthy places

### Background to the report

6. The creation of a tourism strategy for South Ribble is one of the corporate strategy projects as we look to increase the number of visitors to the borough and support the local economy.
7. Over the last year we have developed the 'Discover South Ribble' brand including the management of various tourism promotion assets such as a 'Discover South Ribble' website, Instagram page and Facebook page, and the creation of a stakeholder network.
8. This initial work was funded through the Welcome Back Fund to help areas bounce back from the pandemic and so the next step is to create the strategy that will take this work forward.

### **Where does South Ribble sit in the context of Lancashire?**

9. The latest figures show that tourism visits to South Ribble made up 5% of all visits to Lancashire during 2021, with a total of £122.96 million generated within the economy.
10. It supports 1,408 active full time equivalent jobs and 2.16 million visits were made by day visitors during that period.
11. It is clear that tourism levels have not returned to pre-pandemic levels yet and the strategy will aim to achieve that and increase visits further.

### **Aims and objectives**

12. The aims of this strategy include establishing the appeal of South Ribble as a safe and worthwhile visitor destination, securing the support of local tourist attractions and developing the current methods of both digital and physical promotion.
13. By working with local businesses, tourist attractions and Marketing Lancashire, we can enhance the current marketing approaches to tourism and events, strengthen the tourism brand of the borough, boost local identity and pride and support the ongoing local economic recovery from the COVID 19 global pandemic.

### **Principles and vision**

14. The overarching principles of the strategy centre around:
  - Identity
  - Pride
  - Great days out
  - Events for everyone
15. The vision is to ensure the borough thrives as a popular tourist destination, with a highly-rated visitor economy and first class events programme.

### **Putting it into action**

16. Over the last 12 months a new Discover South Ribble brand has been developed with the creation of a new website, eye-catching brand and the development of a presence on social media.

17. Work has also been undertaken to establish a network with tourism businesses across the borough and once approved the first step will be to create an action plan for delivery over the coming year.

18. This will focus on raising the profile of the borough as a place to visit for both local residents and the wider Lancashire audience.

19. £25,000 has been allocated in the UK Shared Prosperity Fund (UKSPF) for delivery.

### **Climate change and air quality**

20. The work noted in this report does not impact the climate change and sustainability targets of the Council's Green Agenda and all environmental considerations are in place.

### **Equality and diversity**

21. The impact assessment is attached at Appendix 2 and overall there is a positive impact on the community. This has allowed us to look at how we can better publicise our tourism attractions for different communities and ensure we plan events accordingly.

### **Risk**

22. The main risk associated with this project is the ability to deliver against the outcomes. This has been mitigated by ensuring there is sufficient capacity in the team and appropriate funding allocated to the project.

23. We do also need the buy in of local businesses for this to be a success and work has already been done with the establishment of a local network.

### **Comments of the Statutory Finance Officer**

24. There are no direct financial implications of this report. Expenditure will be met from existing budgets and utilisation of UKSPF funds.

### **Comments of the Monitoring Officer**

25. There are no concerns from a legal point of view with what is proposed here

### **Appendices**

Appendix 1 – Draft South Ribble tourism strategy.

Appendix 2 – Impact assessment

Report Author:	Email:	Telephone:	Date:
Andrew Daniels (Head of Communications and Visitor Economy)	andrew.daniels@southribble.gov.uk	01257 515265	9 June 2023