



To: **Business, Economy and Enterprise Scrutiny Board (3)**

11th September 2013

Subject: **Tourism Strategy for Coventry**

1 Purpose of the Note

- 1.1 To inform the members of the Business, Economy and Enterprise Scrutiny Board (3) of the content of a presentation for the meeting of 11th September 2013 regarding the development of a Tourism Strategy. The note will also provide some factual context for the discussion at the meeting.

2 Recommendations

- 2.1 Members of the Board are recommended to:
- a) Note the content of the briefing note.
 - b) Use the information provided in the note and in the presentation at the meeting of the Board to inform discussion at the meeting.
 - c) Identify and make recommendations to the Cabinet Advisory Panel – Sports Vision and Strategy, Tourism and City Wide Events regarding the development of a Tourism Strategy.

3 Information/Background

- 3.1 The need for a tourism strategy was initially raised by the Jobs, Skills and Growth Scrutiny Board (3) and considered at their meeting of 14th November 2012.
- 3.2 The Jobs, Skills and Growth Scrutiny Board (3) endorsed the request of the Cabinet Member (Neighbourhood Action, Housing, Leisure and Culture) to establish a Cabinet Member Advisory Panel for Tourism and for Marketing of the City, to support the development of a Tourism Strategy. The Board further requested that the Cabinet Member unify business and tourism services and recommended that there be a lead officer to take this work forward. A Tourism Advisory Panel was established at the Cabinet Member (Neighbourhood Action, Housing and Leisure and Culture) meeting on 30th January 2013.
- 3.3 The Panel first met in March 2013 and again in April 2013. The responsibilities and work priorities of this Panel transferred to the Cabinet Advisory Panel – Sports Vision and Strategy, Tourism and City Wide Events, following the Council AGM in May 2013.
- 3.4 The Cabinet Advisory Panel - Sports Vision and Strategy, Tourism and City Wide Events is jointly chaired (on rotation) by the Cabinet Member (Business, Enterprise and Employment) and the Cabinet Member (Housing and Heritage).

- 3.5 From 2nd September 2013, the Events Team, currently part of the Chief Executive's Directorate, will be joining colleagues from the Tourism and Business Relations Team and Sports and Arts Team to form a new combined team in the Place Directorate, with responsibility for events, tourism, heritage, sports and arts. This team will be managed by David Nuttall, reporting to David Cockroft, Assistant Director (City Centre and Development Services).
- 3.6 This Team will lead on developing the new tourism strategy, drawing on synergies between the tourism (business and leisure), arts, heritage, culture, sports and events offers to drive social and economic regeneration within the City. The presentation for discussion at Scrutiny Board will consider the processes of developing the strategy, in consultation with, and in collaboration with a range of local, sub-regional, regional and national partners from the business, cultural and tourism sectors.
- 3.7 A new suite of tourism products is planned for launch in Spring 2014, including a remodelled website with greater functionality for business and leisure tourism, a smartphone application and new visitor guide. An update on product development will be provided to Scrutiny Board via the presentation on 11th September 2013.
- 3.8 The Tourism Strategy and associated products will be developed in-line with the new economic narrative for our sub-region, 'The Coventry & Warwickshire Story', to ensure that the City and it's wider area promotes itself coherently, confidently and consistently with the outside world.

4. Officer Contact Details

David Nuttall
Service Manager Sports and Arts
david.nuttall@coventry.gov.uk
024 7683 2362