



Coventry City Council

## Briefing Note

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

Date: **19 March 2014**

Subject: **Tourism Strategy for Coventry**

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### **1 Purpose of the Note**

- 1.1 On 12 September 2013, the Business, Economy and Enterprise Scrutiny Board (3) received a presentation considering the need for the development of a Tourism Strategy for Coventry. Scrutiny Board further reviewed proposals for tourism products that were in development through, and with the support of, the new, consolidated Council service for sports, arts, heritage, business relationships, tourism and events.
- 1.2 This briefing note provides the background to a presentation and discussion at the meeting of the Business, Economy and Enterprise Scrutiny Board (3) on 19 March 2014 concerning the development of a Tourism Strategy, and the recommended structures and tools to deliver the Strategy.

### **2 Recommendations**

It is recommended that the Business, Economy and Enterprise Scrutiny Board (3) review the proposed strategic objectives and recommended processes for delivering a Tourism Strategy for Coventry, and recommend to Cabinet Member (Business Enterprise and Economy) key priorities, partnerships and outcome measures for the emerging Strategy.

### **3 Information/Background**

- 3.1 On 12 September 2013, the Business, Economy and Enterprise Scrutiny Board (3) received a presentation considering the need for the development of a Tourism Strategy for Coventry. Scrutiny Board further reviewed proposals for tourism products that were in development through, and with the support of, the new, consolidated Council service for sports, arts, heritage, business relationships, tourism and events.
- 3.2 Tourism cuts across many strategic themes such as regeneration, inward investment, culture and enterprise. Subsequent to the above meeting, in developing the Heads of the proposed Strategy, officers have undertaken desktop research and engaged with key partners within the business, cultural and tourism sectors.
- 3.3 The service has hosted a Visit England partnership lunch event (in collaboration with Warwick Conferences and key sector partners), supported a FAM (familiarisation) visit to the city for group tour operators in partnership with the City's cultural agencies and destinations, and has supported Cabinet Member Advisory Panel discussions concerning

the merits of Coventry applying to be a UK City of Culture and/or European Capital of Culture.

Work undertaken to date on the Strategic Heads of Tourism Strategy for Coventry are summarised in the document 'Coventry 2014-2024 – An Emerging Vision for Tourism'.

In March 2014, the Service will be hosting an International Confex 2014 delegation and partnership event in London. On 20 March 2014, Cabinet Member (Business Enterprise and Economy) will also launch the new Coventry App and Visitor Guide, supported by the Coventry and Warwickshire Local Enterprise Partnership, Coventry and Warwickshire Place Board and Coventry Business Improvement District.

Further to the above launch, the Service will engage partners in shaping and supporting consultation on the new vision and landscape for tourism in the City.

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