To: Business, Economy and Enterprise Scrutiny Board (3)                                24th July 2019

Subject: Tourism Strategy

1 Purpose of the Note

1.1 This document provides an update on the progress of the Tourism Strategy 2019-2023 further to the presentation given on 23rd January 2019 at the Scrutiny Co-ordination Committee. It sets out the priorities of the Tourism strategy and timelines for delivery.

2 Recommendations

2.1 The Business, Economy and Enterprise Scrutiny Board (3) are recommended to:
   1) Consider the content of the briefing note
   2) To make recommendations to the Cabinet Member for Jobs and Regeneration regarding the implementation of the Coventry Tourism Strategy Action Plan to ensure successful delivery of the Strategy

3 Information/Background

3.1 Coventry has a unique opportunity to change perceptions of the city and increase both visitor numbers and expenditure to develop the visitor economy contribution to the overall economy of the city. A tourism strategy was approved by Cabinet on 27th November 2018 with a roadmap of strategic actions to ensure the city maximises all opportunities available to develop a sustainable offer over the next 5 years. A Destination Partnership of public and private partners will deliver the strategy.

3.2 The Action Plan Priorities for the Tourism Strategy 2019-2023 focus on 4 key areas

### Partnership

<table>
<thead>
<tr>
<th>Strategic Priority</th>
<th>Status update</th>
<th>Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employ Destination Partnership Manager (Y1)</td>
<td>Employed</td>
<td>14th January 2019</td>
</tr>
<tr>
<td>Establish Destination Partnership Board with clear governance (Y1)</td>
<td>The Destination Partnership has been established and meets bi-monthly. Two meetings have been held to date</td>
<td>The next meetings are scheduled for September and November 2019</td>
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Agree roles and responsibilities of partner organisations (Y1) | There are 3 working groups set up to deliver the strategic actions prioritised by the Destination Partnership | Working groups meet monthly. The first working groups met in June 2019
Confirm projects for Year One and potential funding sources (Y1) | Projects for year one include: Accommodation Audit funded by City of Culture Trust Business events strategy funded by City Council Visitor Welcome training funded by Cultural Destinations fund (managed by City of Culture Trust) | July 2019
 | September 2019
 | Commences September 2019

3.3 For information, the remits of the working groups:

**Visitor Economy Working Group** – Chaired by Louise Bennett – CEO Chamber of Commerce
The remit of this working group is to gather market intelligence to determine how to position Coventry for business and leisure tourism in line with the priorities of Coventry Tourism Strategy action plan; monitor and report visitor numbers and performance against targets set.

**Destination Management Working Group** – Chaired by Trish Willetts – BID Director
The remit of this working group is to determine how to develop Coventry’s physical landscape, information provision and visitor offer to give a better visitor experience.

**Product and Promotion Working Group** – Provisional Chair Carl Bainbridge – Marketing Manager Coventry City Council
The remit of this working group is to develop product packages and promote Coventry as a visitor destination for business and leisure purposes

**Product**

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<td>Development of packages for key product themes identified (Y1-3)</td>
<td>The Product and Promotions working group will develop 9 identified product packages</td>
<td>This is an ongoing work stream</td>
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<tr>
<td>Commission the Accommodation Audit to inform developments (Y1)</td>
<td>The Accommodation Audit report has been completed and actions to progress recommendations identified</td>
<td>Accommodation Audit report was presented to Destination Partnership 4.7.19</td>
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## Place

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<td>Build on the Great Places programme to develop Welcome Training and skills and capacity of tourism businesses (Y1-3)</td>
<td>Visitor welcome training is being developed with Visit England accreditation to be delivered to 600 relevant participants</td>
<td>Commences September 2019</td>
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<tr>
<td>Develop visitor information strategies including information in high footfall areas (Y1-3)</td>
<td>Delivered by the City Council Infrastructure department and informed by the Destination Management working group, a Digital Smart Hub project is progressing to develop the visitor information provision across the city in key areas.</td>
<td>July - December 2019</td>
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## Positioning

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<td>Develop key messages and images to use when positioning Coventry to visitors (Y1-2)</td>
<td>The Product and Promotions working group is developing promotions across the city</td>
<td>An ongoing project but the working group will meet in August 2019</td>
</tr>
<tr>
<td>Develop ambassadorial initiatives with residents, students and businesses (Y1-5)</td>
<td>The Destination Management working group (in conjunction with ENV and the Visitor Welcome training delivery team) is responsible for developing and implementing initiatives</td>
<td>An ongoing project but the working group will next meet in July 2019 Visitor Welcome training will commence September 2019</td>
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