
TOURISM & HERITAGE STRATEGY

Purpose of report

1. To inform Members of current progress in developing a Tourism & Heritage Strategy for Cardiff and to provide the Committee with the opportunity to shape the priorities within this Strategy.
2. It is the intention of the Economic Development Directorate to take a Tourism & Heritage Strategy to Cabinet in early 2015, and this engagement session with the Economy & Culture Scrutiny Committee at an early stage will allow Members to assist in Policy Development.

Background

3. The Action Plan within the Economic Development Directorate Delivery Plan 2014-2017 makes the commitment to “Develop a Tourism & Heritage Strategy” (ED24).
4. This is linked to the Finance & Economic Development section of the Council’s Corporate Plan 2014 – 2017 which states that:

Through the early part of the millennium Cardiff benefited from investment in the city which saw visitor numbers increase and the city develop a good reputation as a modern, thriving and vibrant place. It is important that we continue to invest in our city as a place to live, work and visit [...]. The Finance & Economic Development portfolio will continue to provide support for local businesses, work with the Cardiff Business Council to promote and market the city to businesses and tourists, and seek to attract investment to enhance Cardiff’s business infrastructure.

5. A key indicator in the Council's achievement of this priority is Outcome F&ED C – the number of 'staying' visitors in Cardiff. Current figures indicate that Cardiff has had 18.9m day visitors during 2014, with 1.3m 'staying' visitors. The aspiration through the Tourism & Heritage Strategy is to double the number of visitors to Cardiff who are 'staying' visitors.

Way Forward

6. The Leader, Councillor Bale will be joined by Neil Hanratty (Director – Economic Development), Professor Terry Stevens (Tourism Consultant) and Heledd Williams (Head of Tourism) to provide Members with an overview of the work undertaken to date in relation to the Tourism & Heritage Strategy. This will include an overview of the Tourism sector in Cardiff and Wales and a snapshot of engagement undertaken with businesses, academics and wider stakeholders with regard to the development of the Strategy.
7. Members of the Committee will have the opportunity to provide comments, observations, identify priorities and form recommendations to the Cabinet for consideration.

Legal Implications

8. The Scrutiny Committee is empowered to enquire, consider, review and recommend but not to make policy decisions. As the recommendations in this report are to consider and review matters there are no direct legal implications. However, legal implications may arise if and when the matters under review are implemented with or without any modifications. Any report with recommendations for decision that goes to Cabinet/Council will set out any legal implications arising from those recommendations. All decisions taken by or on behalf of the Council must (a) be within the legal powers of the Council; (b) comply with any procedural requirement imposed by law; (c) be within the powers of the body or person exercising powers on behalf of the Council; (d) be undertaken in accordance with the procedural requirements imposed by

the Council e.g. Scrutiny Procedure Rules; (e) be fully and properly informed; (f) be properly motivated; (g) be taken having regard to the Council's fiduciary duty to its taxpayers; and (h) be reasonable and proper in all the circumstances.

Financial Implications

9. The Scrutiny Committee is empowered to enquire, consider, review and recommend but not to make policy decisions. As the recommendations in this report are to consider and review matters there are no direct financial implications at this stage in relation to any of the work programme. However, financial implications may arise if and when the matters under review are implemented with or without any modifications. Any report with recommendations for decision that goes to Cabinet/Council will set out any financial implications arising from those recommendations.

RECOMMENDATION

10. The Committee is recommended to give consideration to the information attached to this report and received at this meeting and to submit any recommendations, observations or comments to the Cabinet.

Marie Rosenthal

County Clerk and Monitoring Officer

16th December 2014