

Fy Nghyf / My Ref: NRS/CW/PB/02.04.15

Dyddiad / Date: 23 April 2015

Councillor Phil Bale  
Leader, City of Cardiff Council  
County Hall  
Atlantic Wharf  
Cardiff  
CF10 4UW



Dear Councillor Bale

## **ECONOMY AND CULTURE SCRUTINY COMMITTEE – 2 APRIL 2015**

### **Cardiff Tourism Strategy and Action Plan: 2015 - 2020**

Thank you for attending the April meeting of the Economy and Culture Scrutiny Committee, where we considered Cardiff Tourism Strategy and Action Plan: 2015 - 2020. I will be grateful if you could also pass on the thanks of the Committee to Ken Poole, Heledd Williams and Jonathan Day for their presentation and for addressing the questions raised during the meeting. The Committee had a few comments and observations following the meeting, which are set out below.

The Committee welcomes its involvement in the development of this strategy and are pleased to see that a number of the issues we discussed at the January Committee meeting, and within the subsequent letter, have been taken on board and used in shaping the final strategy. We hope to see that the Cardiff Tourism Strategy and Action Plan: 2015 – 2020 will be central to the promotion of the city and the aspiration to make Cardiff “one of the most appealing cities in Europe to live, invest, work, study and visit”.

Members of the Committee consider the strategy and key outcomes to be achieved as ambitious, and welcome this approach. As outlined in both the January and April Committee meetings, a key aspiration underpinning the strategy is to double the value of overnight tourism by 2020 – Members are keen to emphasise this target and hope to see it is kept central to any initiative or development that comes as a result of the strategy. We look forward to monitoring the success in achieving this outcome.

In our letter following the January Committee meeting, we were positive about the introduction of a City Card and the benefits that such a card can bring for Cardiff. We welcome the news that the ‘Cardiff Visitor Card’ has now been launched and that an extensive list of businesses within the city are signed up to offering promotional discounts to card holders. Members were also pleased to be informed that the

income from card sales is retained for the purpose of further marketing the city, that work is ongoing to link this card with public transport around Cardiff, and that this work has been undertaken in partnership with Visit Wales. The promotion of the Cardiff Visitor Card was briefly discussed at the meeting, with Members raising slight concern that the Tourism Strategy does not contain any information on how the Card is to be promoted or sold to visitors. The Committee wishes to receive further information on this matter and request a one page briefing outlining the promotional plan for the Cardiff Visitor Card.

Members are mindful that the numerous actions, and strategic and transformative projects outlined in the Cardiff Tourism Strategy and Action Plan will require resources and revenue to undertake. We have concerns that the aspirations of the Strategy could be hindered by a lack of resources, and would like reassurances that clear funding sources and a delivery plan have been identified to allow the Council and its various partners to fulfil the activities outlined within the Strategy.

The changes to the Tourist Information Centre in the Hayes are a concern for Members, although we accept that much is being done to mitigate the impact of this change, with the printing of additional maps, interactive screens and ongoing discussions with Cardiff Story Museum. Members were informed that this is an interim arrangement and that options are being explored to secure a permanent information point at a suitable location in the city centre. We hope that the alternative arrangements are going to be monitored and look forward to receiving an update on the impact of the changes at a future date.

Finally, at the meeting discussion took place around the domain name used for the Visit Cardiff website, with Members questioning why a '.wales' domain had not been used instead of '.com'. We accept that it makes sense to use 'visitcardiff.com' at present, given that it was a pre-existing website that required updating, rather than designing a new one. However Members are keen to emphasise that they feel the use of '.wales' will further emphasise Cardiff's unique position as the Capital city of Wales, and hope this will be given thought going forwards.

To re-cap for ease, the Committee asks that the following points are addressed:

- The Committee requests a one page briefing note on the promotional plans for the Cardiff Visitor Card;
- The Committee hopes that the use of a '.wales' domain name will be given due consideration going forwards;
- Members look forward to a future update on progress in achieving the actions and projects outline in the Tourism Strategy and Action Plan, and in particular to monitoring the success in increasing the number of overnight visitors and monitoring the impact the changes for the Tourist Information Centre have brought.

I would be grateful if you would consider the above comments, observations and recommendations, and look forward to receiving your feedback.

Regards,

A handwritten signature in black ink, appearing to read 'Craig Williams', with a long horizontal stroke extending to the right.

**Councillor Craig Williams**  
**Chairperson Economy and Culture Scrutiny Committee**

cc Neil Hanratty – Director of Economic Development  
Ken Poole – Head of Economic Development  
Heledd Williams – Head of Tourism  
Cheryl Cornelius and Jo Watkins – Cabinet Support Office  
Members of the Economy and Culture Scrutiny Committee.