

ECONOMIC DEVELOPMENT COMMITTEE

16 JANUARY 2019

DESTINATION MANAGEMENT PLANS – SOUTHWELL AND SHERWOOD FOREST

1.0 Purpose of Report

1.1 To provide the Economic Development Committee with the draft Destination Management Plans for Southwell and Sherwood Forest (please see **Appendices A and B** respectively).

2.0 Background Information

2.1 National data suggests that the economic impact of the visitor economy is worth around £260 million to the District economy per annum. A Destination Management Plan is ‘a shared statement of intent to manage a destination over a stated period of time, articulating the roles of the different stakeholders and identifying clear actions that they will take and where appropriate the apportionment of resources’.

2.2 The Destination Management Plan for Newark is being implemented with the aim to increase the economic impact of tourism through better coordination and integration of the visitor assets and offer within the town and vicinity, thereby increasing the number of visitors as well as the (dwell) time they spend in the town.

2.3 The Economic Development Committee agreed in March 2018 to engagement of the consultant who developed the Destination Management Plan for Newark previously to develop subsequent Destination Management Plans for Southwell and Sherwood Forest in order to ensure appropriate support and uniformity of approach across the District.

2.4 The resulting draft Destination Management Plans for Southwell and Sherwood Forest take into account the differences in their current levels of maturity of destination management. The recommendations for each of the District’s three destination brands, Newark, Southwell and Sherwood Forest, reflect these differences and the need for different approaches.

3.0 Proposals

3.1 The draft Destination Management Plans are focused on those issues and activities where Newark & Sherwood District Council can have maximum influence and impact. They also highlight those organisations with which effective partnership working will deliver maximum impact. Proposals are included within the ‘Recommendations’ sections of the documents.

3.2 Key proposals for Southwell include:

- Supporting the established Southwell Tourism Partnership as the lead strategic body for tourism in Southwell
- Developing and delivering clear and consistent proposition messaging for potential visitors in collaboration with key stakeholders
- Considering the optimum approach to managing and improving the Southwell visitor online experience. Given this priority, a plan will be brought to the Committee in March to develop a District-wide visitor online experience
- Encouraging investment in accommodation in and around the town

3.3 Key proposals for Sherwood Forest include:

- Establishing a strategic tourism management group involving all key stakeholders for the area
- Developing and delivering clear and consistent proposition messaging for potential visitors in collaboration with key stakeholders
- Developing the area's narrative in the legend of Robin Hood and its setting
- Developing the Sherwood Arts & Crafts Centre and reviewing the role of the YHA site to complement the new RSPB visitor centre and expand the visitor offer
- Encouraging investment in accommodation in the area
- Developing a detailed attract and disperse strategy to encourage visitors to explore other areas of the District during their visit to Sherwood Forest.

4.0 Equalities Implications

4.1 There are no equalities implications of this report.

5.0 Financial Implications

5.1 There are no cost implications of the draft Destination Management Plans at this point in time. Any proposals that arise subsequently to support the delivery of the plans will need to be costed and recommendations made regarding the budgets required.

6.0 RECOMMENDATION

That Committee approves, in principle, the draft Destination Management Plans for Southwell and Sherwood Forest, subject to further discussion and refinement with key stakeholders.

Reason for Recommendation

The recommendation will support Newark & Sherwood District Council in maximising the contribution of tourism to the economy which helps to generate employment and revenue for tourism-related businesses in the District, as well as helping to improve Newark & Sherwood District Council-controlled tourism assets.

Background Papers

Nil

For further information, please contact Richard Huthwaite, Business Manager – Tourism on Ext 5951.

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