

Information/Discussion Paper

Social & Community Overview and Scrutiny Committee – 1st March 2010

Economy & Business Improvement Overview and Scrutiny Committee

8th March 2010

Developing a Marketing & Tourism Strategy Report of the Tourism & Marketing Working Group

This note contains the information to keep Members informed of matters relating to the work of the Committee, but where no decisions from Members are needed

1. Why has this come to scrutiny?

1.1 In June 2009 the Overview & Scrutiny Committees of Social & Community and Economic & Business Improvement approved a decision to form a small, time limited working group to develop a marketing and tourism strategy for Cheltenham.

1.2 The attached draft Marketing & Tourism Strategy is a result of the work undertaken by the working group, and now comes before both Scrutiny Committees as a consultative document prior to re-engaging with the wider business and tourism community.

1.2 Summary of the Issue

1.2.1 The Council's business plan, approved by Council on March 30th 2009, included a milestone to produce a marketing and tourism strategy for Cheltenham in order to maximise opportunities to attract UK based and overseas visitors and investors.

1.2.2 Established in September 2009 the Tourism & Marketing Working Group embarked upon a consultative process of engaging with a cross section of the business and tourism community, which included retail, culture and business sectors in order to seek their views upon Cheltenham as a visitor destination and how it currently markets itself.

1.2.3 In addition to this, the Working Group considered the key issues raised at the branding workshop convened in November 2009, and also reviewed financial and

visitor data of the council's existing tourism and marketing provision.

- 1.2.4** Having now completed the draft strategy, the Marketing & Tourism Working Group wishes to receive feedback from both parent Overview & Scrutiny Committees prior to re-engaging with the business and tourism stakeholders. The strategy will go forward to Cabinet for approval.

Appendices	1 Draft Tourism and Marketing Strategy
Background Papers	Corporate Business Plan Overview & Scrutiny Committee Report : June 2009 - Developing a Marketing & Tourism Strategy.
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Scrutiny Function	Economy Business & Improvement\ Social & Community