

## **TOURISM STUDY – A SUGGESTED WAY FORWARD**

### **1 SUMMARY**

- 1.1 This report seeks Members' views in connection with progressing the tourism agenda and puts forward a suggestion as to how this year's budgetary allocation of £20,000 should be spent.

### **2 INTRODUCTION**

- 2.1 As part of the 2004/2005 budgetary setting process, Members agreed to allocate £20,000 in this financial year as a one off to progress the tourism agenda. It is recognised that the District has many attractive assets and that if, in the longer term, the Authority wishes to promote itself as the "Green Part of Thames Gateway South Essex", the tourism agenda needs to be progressed and form an essential element of the Council's long term strategy.

### **3 DETAILED CONSIDERATIONS**

- 3.1 The money could be spent on the development of one off projects e.g. contribution to Rayleigh Windmill or on specific projects e.g. publicity and promotional material. However, it is suggested that a better and more long term investment at this stage would be to spend the budget allocation on carrying out a study which:
- (i) identifies the principal potential tourist assets in the District
  - (ii) identifies potential partners and funding sources for particular tourist initiatives
  - (iii) produces an Action Plan outlining the key steps in priority order with costings, which the Council needs to take if it is to develop the tourism agenda in accordance with its overarching vision.
- 3.2 Such a study also needs to take into account any work already carried out on tourism by the East of England Region, by neighbouring Authorities and Thames Gateway South Essex

### **4 RESOURCE IMPLICATIONS**

- 4.1 £20,000 is included in the 2004/2005 Budget to promote the Tourism agenda

**5 RECOMMENDATION**

- 5.1 That the Committee **RECOMMEND** to Full Council that a tourism study as outlined in the report be funded from the 2004/2005 Budget allocation.

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**Background Papers:**

None

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