

TOURISM STUDY

1 SUMMARY

- 1.1 This report introduces the stage 1 report produced by the Tourism Company for Members' consideration and decision as to how to move the project forward.

2 INTRODUCTION

- 2.1 In March 2005, following a period of competitive tendering, the Tourism Company was commissioned by the Council to prepare a sustainable tourism strategy and action plan for the District. The aim of the study was to enable the Council to effectively consider how to take the tourism brief further in an attempt to realise the tourism potential of the District.
- 2.2 At the outset, it was agreed that the study should be carried out in two parts. Part 1 would be an assessment of the tourism potential of the District and the options available in the light of that assessment. If it was decided that there was no basis on which to move forward, the study would be terminated at that stage. However, if it was determined that there was more that could be done, Members would consider the options available and the basis of the decisions reached, the Tourism Company would then work up proposals and present an action plan (stage 2).

3 DETAILED CONSIDERATIONS

- 3.1 A copy of the stage 1 report is attached. Steve Beioley and David Bloy from the Tourism Company will present the report at Committee and outline their conclusions on the options available to the Authority.

4 RECOMMENDATION

- 4.1 It is proposed that the Committee **RESOLVES** to consider the Tourism Company's Stage 1 report and determines the way forward.

Paul Warren
Chief Executive

Background Papers:

None

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