

ANGUS COUNCIL

INFRASTRUCTURE SERVICES COMMITTEE - 20 JANUARY 2009

SUBJECT: ANGUS TOURISM STRATEGY 2008-2012

REPORT BY THE DIRECTOR OF INFRASTRUCTURE SERVICES

Abstract: Angus is well positioned to capitalise upon its tourism potential. In order to do this effectively it should be developed in a strategic and sustainable way. This report seeks to bring to the committee the Tourism Strategy for Angus and asks for committee approval to adopt the strategy and its associated Action Plan.

1 RECOMMENDATION

1.1 It is recommended that the Committee

- a) agree the draft Angus Tourism Strategy & Action Plan as presented in this report;
- b) agree that the draft Strategy and Action Plan 2008-2012 be subject to internal consultation across the Council and that a programme of consultation with external agencies takes place as indicated in Section 7 of this report
- c) Note that the outcomes of the Consultation process will be subject to a further Committee Report where approval will be sought for the final version of the Strategy and Action Plan prior to publication.

2 BACKGROUND

2.1 Tourism in Angus is a mix of coastal, townscape and rural products, this multifaceted tourism offer, has, until now, been developed on a niche basis. Where key strengths such as golf have been targeted in order to capitalise quickly and to demonstrate an economic return on investment.

2.2 In the last decade 'Carnoustie Country', Angus Glens Walking Festival, Angus in China Initiative, Tartan Day, Tayroots and key events have all been developed with financial and staff support from Angus Council.

2.3 All of these tourism products have become successful campaigns for Angus supporting 100's of small businesses and generating significant tourism expenditures throughout the county.

2.4 There is a need now to develop tourism further so that we can increase the number of products being developed in a sustainable manner but with the private sector taking the lead whenever possible with pump priming support from Angus Council in appropriate cases. A good example of this is the 'Outdoor Angus' group which has been formally constituted by the private sector but supported by Angus Council. The group has, from a standing start in June 2007, created a membership base of around 30 Angus businesses.

- 2.5 The new Tourism Strategy, which includes an action orientated Action Plan identifying the key activities, the lead Officer and the timescales involved, provides a strategic approach to tourism in the future in line with what is happening across the rest of Scotland.
- 2.7 A copy of the draft Angus Tourism Strategy 2008 – 2012 has been placed in the members lounge. Further copies will be made available on request.

3 THE SCOTLAND CONTEXT

- 3.1 Research shows that the most important factors in choice of Scotland, as a leisure destination is our scenery, natural environment, the number of things to see and do, and the friendly attitude of local people. Other key findings demonstrate that:
- The **authenticity of the experience** is vital
 - The opportunity to interact with Scots is important, especially for North Americans
 - Common criticisms are primarily around the weather, prices / exchange rates and **quality of accommodation and eating-places.**

The national growth strategy “Scottish Tourism – The Next Decade – A Tourism Framework for Change” (TFFC) sets out the growth potential for Scotland, with ambitious growth of 50% by the year 2015. The vision for Scottish tourism is:

“To make Scotland one of the world’s foremost visitor destinations by 2015

4 THE REGIONAL CONTEXT

- 4.1 The Angus and Dundee Tourism Partnership, consisting of private sector and public sector representatives, was formed in 2005 to develop and lead on the delivery of the regional tourism strategy and provide strategic guidance to all involved in promoting and developing tourism.
- 4.2 The Partnership’s ‘A Strategy for Growth 2007 to 2010’ outlines how, by building on Angus and Dundee’s key competitive strengths and taking consumer trends into account, we can prioritise and allocate resources to best support the national and regional tourism growth agenda. By identifying key strengths and growth barriers we can make a significant difference by supporting the step change needed to boost local tourism and increase tourism’s contribution to the region’s economic, social and environmental well being.
- 4.3 The Partnership has identified 6 key themes that capitalise on Angus and Dundee’s competitive strengths and these will help support a regional strategic step-change. These themes include:
- Ancestral Tourism
 - Business Tourism
 - China Connection
 - Leisure Tourism
 - Food and Drink
 - Golf

4.4 These six strategic project themes are supported by a number of cross cutting themes identified in the Tourism Framework for Change. These themes are:

- Access and Transport
- People and Skills
- Sustainability
- Technology and Communications
- Events

4.5 Angus Council has strong member representation on the Area Tourism Partnership where it leads as ambassador for three of its strategic aims; China, Ancestral Tourism and Golf. Moreover, the other key themes have a strong Angus identity and will form an important element within the Angus Tourism Strategy.

5 THE ANGUS TOURISM STRATEGY 2008-2012

5.1 The head of Economic Development has formulated the draft Angus Tourism Strategy which is aligned with the Area Tourism Partnership Strategy and which covers the period 2008 to 2012. The strategy is developed around five themed areas:

- Theme 1 – Strategic Development and Visitor Services
- Theme 2 – Activity Tourism
- Theme 3 – Cultural Tourism
- Theme 4 – International Reach
- Theme 5 – Events

5.2 Theme 1 identifies the strategic projects which underpin tourism promotion such as the umbrella branding of Angus Ahead as well as the development of the Website www.angusahead.com which will become an integrated marketing tool in the future where additional products will become 'embedded' into the site rather than creating separate sites with additional overheads. Understanding the tourism sector of Angus is important to any further development which is why an Angus Accommodation Audit has been developed within this area of the strategy. This section also acknowledges the Dundee and Angus Convention Bureau who work to deliver business tourism to Angus in partnership with Angus Council. With tourist information provision being delivered by Angus Council and VisitScotland this section identifies how the service can be run in partnership so that visitor experience is paramount.

5.3 Theme 2 sets out the importance of Activity Tourism to Angus. It identifies how Angus Council can capitalise upon the Outdoor Angus Group, make the most of the Angus Glens Walking festival, the development of golf and Carnoustie Country and how other activities can be developed within the County.

5.4 Theme 3 capitalises upon the cultural assets of Angus, Ancestral Tourism and how Angus can make the most of the Tayroots campaign after the success of the Tayroots Festival in 2008. It acknowledges the importance of Angus' Pictish heritage and the development of Pictavia so that it can entertain and educate children and adults. Food Tourism too is captured here and sets out how the emerging Food

Tourism project will be developed. Angus has an opportunity to be the lead Local Authority in Scotland and through a European project to develop sustainable food tourism initiatives in partnership with others.

- 5.5 Theme 4 recognises the success of Angus' activities in China and how these can be further developed in coming years. International reach also includes projects that can realise tourism benefits from those visiting from foreign countries.
- 5.6 Theme 5 Events have always been important to Angus, they provide the cultural basis on which all tourism is developed and sustained, they bring about community pride as well as a platform for visitors to experience the Angus heritage for example with Tartan Day, which celebrates the Declaration of Arbroath. This section provides a strategic approach to event development.
- 5.7 The Action Plan at the back of the document provides an easy to understand table which defines every action with an associated lead person and time scale. This approach will enable easy monitoring of progress against targets set out in the strategy.

6 PROPOSAL

- 6.1 It is recommended that Angus Council support the need of a strategic approach to tourism development through the Angus Tourism Strategy and acknowledges the Action Plan approach to project development and delivery.

7 INTERNAL AND EXTERNAL CONSULTATION PROCESS

- 7.1 Following committee approval for the draft Strategy and Action Plan an extensive consultation process will take place internally across the Council and externally with relevant agencies and the public in general. The process of consultation and list of the main consultees is shown in Appendix 1.
- 7.2 Following completion of the consultation process a further report will be brought back to this Committee with a final version of the Strategy and Action Plan – seeking approval to publish the documents.

8 FINANCIAL IMPLICATIONS

- 8.1 There are financial implications for most areas of the Tourism Strategy. All of which have been identified within existing economic Development Revenue and Capital budgets. Some will be funded through external funding project e.g. the Perth and Kinross joint ERDF project; Unlocking economic potential in Perthshire and Angus.

9 HUMAN RIGHTS IMPLICATIONS

- 9.1 There are no Human Rights implications arising from this report.

10 EQUALITIES IMPLICATIONS

- 10.1 The issues dealt with in this Report have been the subject of consideration from an equalities perspective (as required by legislation). An equalities impact assessment is not required.

11 SINGLE OUTCOME AGREEMENT

- 11.1 This report contributes to the following local outcome(s) contained within the Single Outcome Agreement for Angus.
- Growth in Tourism in Angus is achieved
 - Sustainable business growth is achieved

12 CONSULTATION

- 12.1 The Chief Executive, Director of Corporate Services, Head of Law & Administration and Head of Finance have been consulted in the preparation of this report.

13 CONCLUSION

- 13.1 Angus needs to develop tourism in a sustainable and effective way, this can be achieved through the Angus Tourism Strategy.
- 13.2 The Action Plan approach provides a clear table of activity along with timescales so that it is easy to understand what is to be achieved, how, when and by whom.
- 13.3 This Report demonstrates the importance that Angus Council places in the development of sustainable tourism growth as well as the importance it sets on achieving the national growth targets set out by Scottish Government

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NOTE

No background papers, as defined by Section 50D of the Local Government (Scotland) Act 1973, (other than any containing confidential or exempt information) were relied on to any material extent in preparing the above Report.

ECDEV/DV/AB/FM
14 January 2009

Consultation Process

	CONSULTEES	EVENTS	TIMESCALE
1	<u>Council Departments</u> Community Planning PR Unit Cultural Services Leisure Services Planning & Transport Intranet feature?	Workshops/Seminars Given opportunity to comment on Document	Completed by end March 2009
2	External Agencies AEDP (a number of agencies represented here) Angus & Dundee Area Tourism Partnership Angus Ahead Champions Angus & Dundee Convention Bureau Community Councils (collectively) Business Associations Community Planning Partnerships	Presentations/opportunity to comment on Document at their respective monthly meetings.	May 2009
3	<u>Public Consultation</u> - Tourism Businesses - via www.angusahead.com ; www.Angus.gov ; and other websites. General public via publicity flyer posted in access offices, libraries etc	Open Meetings e-surveys	Completion by June 2009