

RYE TOWN COUNCIL

AGENDA LT04

working for the social, economic and environmental well-being of the Antient Town of Rye

Committee **LEISURE & TOURISM**

Date and Time **Monday 19 February 2007, immediately following Planning & Townscape – but no earlier than 6.15pm**

Venue The Town Hall, Rye

Members appointed to the Committee:

Councillors Granville Bantick, John Breeds (**Committee Chairman**), Sonia Holmes, John Izod, Paul Osborne (Mayor), Frank Palmer, David Russell (Deputy Mayor), Sam Souster, Eric Streeton (**Committee Vice Chairman**)

38 APOLOGIES

To accept any apologies for absence.

39 DISCLOSURES OF INTEREST

To receive any disclosures by Members of personal interests in matters on the agenda, the nature of any interest and whether the Member regards the interest as prejudicial under the terms of the Code of Conduct.

40 MINUTES

To authorise the Chairman to sign the Minutes of the meeting of 8 January 2007 (LT03).

41 MATTERS ARISING

To note any matters arising from the Minutes of the meeting of 8 January 2007 (LT03). *for information*

42 ALLOTMENTS

To note that the request to the National Society of Allotment and Leisure Gardeners for assistance with resolving the disputed status of Rye's allotments is under preparation. **TC**

43 VISITOR AND INFORMATION MANAGEMENT GROUP

To receive Cllr Bantick's report on any meetings of the Visitor and Information Management Group held since the last meeting and, if necessary, agree a course of action. **Cllr Bantick**

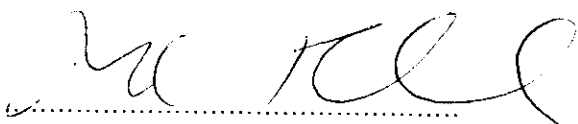
44 RYE MARKETING GROUP

To receive an update from Cllr Izod and, if necessary, agree a course of action. **Cllr Izod**

- 45 RYE SKATEPARK**
To receive an update on progress towards sourcing the funding necessary to complete the project and to consider how to fund the projected shortfall.
TC
- 46 CYCLE PATH**
To note that the provisional date for the inaugural meeting of the Cycle Path Working Group is 1 March.
TC
- 47 RYE SPORTS CENTRE**
To consider key issues arising from any meetings of the Rye Sports Centre Management Committee held since the last meeting (Cllr Carey)
- 48 DESTINATION MANAGEMENT**
To consider whether to review and/or comment on the Draft Destination Management Strategy.
Cllr Souster

Associated documents distributed previously
40 Minutes

Documents distributed with this agenda
41 Matters Arising 45 Funding Summary
48 RDC Cabinet Report, 15.1.07



14 February 2007

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**MEETINGS OF RYE TOWN COUNCIL AND ITS COMMITTEES
ARE OPEN TO THE PUBLIC**

TOWN CLERK BRIEFING NOTE

41 Matters Arising

Page 2

31 Allotments (joining NSALG) See main agenda item – 42.

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*32 IVMG – asking County to send draft LATS schemes to RTC directly.
Actioned.*

35 Cycle Path – setting up working group See main agenda item – 46.

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*37 Open Spaces Assessment – referring completion of questionnaire back to the
consultant/RDC. Actioned.*

12.2.07

Rye Skatepark

**Rye Town Council Funding Summary
as @ 12 February 2007**

OUTSTANDING EXPENDITURE

Phase II	£11,500	
Phase III	£11,250	£22,750

FUNDS HELD**Held by RTC**

Earmarked Reserve (c/o 2005-06 - £35; RockSalts £250); RDCV grant £3500		£3785
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Held by RDCVS

Rye Wheelers		£452
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Held by RDC

Community Projects Grant 2005-06	£5,000	
Community Projects Grant 2006-07	<u>£5,000</u>	£10,000

Held by RTC (April 2007 on)

Precept (2007-08)		£3,000
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Funds actually available/confirmed £17,237

Shortfall £5,513

Anticipated income

ESCC Youth Capital Fund	£5,000	
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Adjusted shortfall £513

Rother District Council**Agenda Item: 8.4**

Report to	-	Cabinet
Date	-	15 January 2007
Report of the	-	Director of Services
Subject	-	Destination Management Strategy

Recommendation: It be **RESOLVED** that:

- 1) the draft Destination Management Strategy prepared by Locum be approved; and
 - 2) Officers be authorised to develop recommendations arising from the action plan and report back to Members as appropriate.
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Head of Service: Graham Burgess

Introduction

1. The Destination Management Strategy was commissioned by SeaSpace in March 2005 with funding through the Area Investment Framework and Hastings Borough Council, and has been developed in partnership with Rother District Council and the 1066 Country Marketing Partnership. The study was commissioned in order to guide future activity to ensure that 1066 Country, as a destination, has the opportunity to realise its economic growth potential.
2. A Steering Group, comprising officers from Rother District Council, Hastings Borough Council, SeaSpace, Tourism South East and the private sector was formed to oversee the development of the strategy.
3. Locum, destination management consultants, were appointed to undertake the work. During the summer of 2005 Locum staff held interviews with key stakeholders, along with workshops for accommodation providers, attractions and officers of Rother and Hastings Councils.
4. A discussion paper was circulated widely amongst the tourism industry shortly after these workshops, and based upon the responses to these consultations Locum produced a first Draft Strategy which was circulated to a wide range of stakeholders in March 2006.
5. Since the circulation of the first Draft Strategy in March two new sections have been added to the document, to include 'living and learning' and 'doing business'. The final draft document is now ready and is attached as Appendix 1.

Content

6. The key points within the strategy include:

- The focus of this Strategy is on effective destination management to underpin and enhance the economic regeneration of revenue in Bexhill and Hastings in particular and the wider 1066 Country area in general.
- The vision set out in the strategy is that by 2016:
“1066 Country is a place where people take greater pride in living and increase pleasure from visiting. It is a ‘must go to’ destination with a year-round buzz generated by a series of high quality events and festivals. The magnificent coastline features prominently, attracting young and old to waterside activities and enjoyment. Pride in 1066 Country is intense. Local food and drink have a high profile in restaurants and pubs, many of them award winning. The area is acknowledged as a cultural and artistic hub. Galleries and cultural events abound, attracting frequent visitors from London and the south east and a stream of positive media coverage.”
- The Strategy seeks to maximise visitor spend to support the economic regeneration process and encourage private sector investment. The Strategy and vision covers a 10-year timeframe, although the Action Plan in Section 6 covers a five-year period.
- The strategy goes beyond the remit of the existing 1066 Country Tourism strategy, which was last revised in 2004. That document concerned itself with tourism marketing and product development activity. The Destination Management Strategy draws on much of the work that 1066 Country Marketing and the Local Authorities are already undertaking, however its recommendations extend beyond the remit of the 1066 Country Marketing group as they are relevant to many public services and the business community as a whole.

Action Plan

7. Section 6 of the Strategy sets out a detailed Action Plan containing a number of recommendations over a five-year period. The details of the Action Plan and comments setting out officers' comments and recommendations are set out in Appendix 2. A glossary of acronyms is listed at the end of the action plan.

Conclusion

8. It is significant that the strategy acknowledges the strength of the 1066 Country brand and the effectiveness of the 1066 Country Marketing Group as bringing together private and public sector interests for mutual benefit. The key principle underlying the strategy is that destination management is about more than tourism marketing; it is about ensuring that visitors, businesses and residents have a positive experience and a positive perception of a particular area.
9. However, a significant major criticism of the draft Destination Management Strategy is that it is too general in its approach, and its recommendations could equally be applied to any destination in the UK. It has not made any specific recommendations regarding the future development of 1066 Country as a visitor destination, (such as whether there is a need for additional accommodation or a change in the mix and type of accommodation; or how the current portfolio of attractions and events should be enhanced). Many of the recommended actions are either already in train or planned.

10. Areas within the strategy highlight the need for a more co-ordinated approach to Destination Management within the three Local Authorities, this will need to be investigated further within the council if the strategy is to be adopted to ensure that robust working arrangements are put in place to facilitate development and delivery.
11. It is recommended that the Council approves the draft Destination Management Strategy, and that officers be authorised to continue to develop the actions set out in the Action Plan with appropriate partners.

Anthony Leonard
Director of Services

Risk Assessment Statement

A decision regarding the adoption of the Destination Management Strategy is required to enable officers to develop the actions within the strategy with relevant and appropriate partners, to include Hastings Borough, Seaspaces, Tourism South East and the 1066 Country Marketing Partnership.

Whilst this strategy is broader in scope than the 2004 1066 Country tourism strategy, there are no radical changes suggested to current activities or modes of operation. Adoption by the Council will assist in providing direction to future activity by officers of the Council.

The strategy will only be effective if endorsed by all key stakeholders, who individually and collectively, will play a part in its delivery.