

COLUMN 1	COLUMN 2	COLUMN 3	COLUMN 4
<p>(1) Topic (one sentence description of the decision being sought)</p> <p>(2) Who will take decision</p> <p>(3) Give date or period within which decision is to be taken</p> <p>(4) Directorate contact (include e-mail and telephone)</p>	<p>(5) Principal Groups/Organisations to be consulted before decision is made</p> <p>(6) Method of consultation (external only [if applicable])</p>	<p>(7) Name of person(s) to whom representations can be made (e-mail/telephone)</p> <p>(8) When should they be made by (closing date)</p>	<p>(9) List background documents submitted to Cabinet/Cabinet Member in respect of the decision</p> <p>(10) Is this information unrestricted or exempt?</p> <p>(11) Date first entered in Notice</p>
<p>KEY 22/19/20</p> <p>(1) To seek approval for public consultation on the Tourism and Visitor Economy Strategy, and delegated authority for the Strategic Tourism Manager, in consultation with the Portfolio Holder for Communities and Tourism, to further amend, edit, finalise and adopt the Tourism and Visitor Economy strategy following public consultation.</p> <p>(2) Cabinet</p> <p>(3) 4 November 2019</p> <p>(4) Roger Walton, Strategic Director (Operations & Commercial) – roger.walton@dover.gov.uk; 01304 872420 or Tim Ingleton, Head of Inward Investment - 01304 872423; tim.ingleton@dover.gov.uk</p>	<p>(5) Various stakeholder groups have already been consulted prior to this Cabinet report (see below).</p> <p>(6) Thorough research and internal and external stakeholder consultation has already taken place, including informal consultation from October 2018 (ongoing), and formally during a dedicated tourism stakeholder consultation workshop in March 2019. Key findings from two external 'Local Plan Consultation Workshops' in October 2018 were also included.</p>	<p>(7) Christopher Townend, Strategic Tourism Manager - 01304 872094; christopher.townend@dover.gov.uk</p> <p>(8) 24 October 2019</p>	<p>(9) Cabinet Report; Working Draft of 'Tourism & Visitor Economy Strategy' - Executive Summary; Working Draft of 'Tourism & Visitor Economy Strategy' – Flyer</p> <p>(10) Unrestricted</p> <p>(11) 4 October 2019</p>

Brief Details of Item:

(Please provide information about the contents of this item and the reason for decision.)

Tourism is recognised as one of the UK's largest, most valuable and fastest growing industries. In 2018 it accounted for 7.2% of total UK GDP (£145.9 billion) and 3.9% of UK GVA (£67.8 billion). In terms of employment the industry accounts for 5% of all UK employment (2016). The government's modern Industrial Strategy set out a long-term plan to boost the productivity and earning power of people throughout the UK. The tourism sector is recognised by the government in having the scale and geographical reach to deliver on this ambition. Tourism is one of only ten industries to receive a Sector Deal through the government's Industrial Strategy.

Tourism is equally recognised as a key industry in Dover District. The visitor economy is currently worth around £282 million annually and supports 5,796 jobs. The District welcomes over 4.5 million visitors per year. Dover District Council has recognised the strategic importance of tourism and the visitor economy to Dover District, as well as its direct correlation and synergy to wider corporate objectives, policies, planning and ambitions – to make Dover District 'a great place to live, work, visit, learn and invest'.

It has been proposed that the Council should adopt and deliver a new and ambitious, overarching Tourism & Visitor Economy Strategy, supporting the District's collective and collaborative aims. In order to finalise and adopt the new Tourism & Visitor Economy Strategy and maintain a launch date of around the start of April 2020, we seek, upon Cabinet's approval, to undertake 8 weeks of public consultation as soon as possible, followed by final copy amends and editing in response to consultation.

Deadline for Item:

(Please indicate the date and whether this is statutory, operational or to meet the requirements of another agency.)

Operational – to be discussed at Cabinet on 4 November 2019.