

Agenda Item No.3 (a)

DERBYSHIRE COUNTY COUNCIL

**MEETING OF CABINET MEMBER - STRATEGIC POLICY, ECONOMIC
DEVELOPMENT AND BUDGET**

3 November 2015

Report of the Strategic Director – Economy, Transport and Environment

**D2N2 VISITOR ECONOMY ACCOMMODATION INVESTMENT AND
QUALITY STUDY**

(1) **Purpose of Report** To seek the Cabinet Member's approval for a funding contribution of £5,000 towards the commissioning and publication of the D2N2 (Derby, Derbyshire, Nottingham and Nottinghamshire) Visitor Economy Accommodation Investment and Quality Study.

(2) **Information and Analysis** In 2013, the County Council commissioned Colliers International to produce a detailed Visitor Economy Review and Investment Study on behalf of D2N2 Local Enterprise Partnership (LEP). The final report was published in January 2014 and was subsequently endorsed by the D2N2 LEP as the baseline strategic document for shaping future development of the visitor economy.

As a result, the D2N2 Visitor Economy Action Group (led by the two Destination Management Organisations, Visit Peak District & Derbyshire and Experience Nottinghamshire, and including representation from the four top tier local authorities), has developed an action plan to take forward the key recommendations of the Colliers' review.

A priority action identified is to commission a comprehensive review of accommodation across the D2N2 region to determine the current and future capacity, locality and quality of provision. The availability and quality of the visitor accommodation stock is a critical ingredient to realising the future growth potential of the visitor offer. The proposed review is considered a "turn-key" project, vital to the future development and growth of the sector, particularly in supporting the development of new attractions and investments to strengthen the profile of D2N2 as a recognised visitor destination, maximising overnight stays and repeat visits.

The proposed study will be commissioned and procured by Nottinghamshire County Council on behalf of the D2N2 LEP and will be divided into three parts:

- Market overview;
- Investment portfolio; and
- Development strategy.

(3) **Financial Considerations** D2N2 LEP has approved a £10,000 revenue contribution towards the project and in principle contributions have been proposed of £2,500 from both Destination Management Organisations and £5,000 from each of the four top-tier local authorities, including Derbyshire County Council. Once the proposed funding package is secured, Nottinghamshire County Council will tender the project with a maximum budget of £34,000 which is considered satisfactory for the project. The proposed financial contribution from Derbyshire County Council will be met from the Economy and Regeneration budget held by the Economy and Regeneration Service.

Other Considerations

In preparing this report the relevance of the following factors has been considered: legal, prevention of crime and disorder, equality and diversity, human resources, environmental, health, property and transport considerations.

(4) **Key Decision** No.

(5) **Call-In** Is it required that call-in be waived in respect of the decisions proposed in the report? No.

(6) **Background Papers** All relevant documents are held by the Economy and Regeneration Service within the Economy, Transport and Environment Department. Officer contact details – Frank Horsley, extension 38348.

(7) **OFFICER'S RECOMMENDATION** That the Cabinet Member approves a funding contribution of £5,000 from the Economy and Regeneration budget to support the commissioning and preparation of the proposed D2N2 (Derby, Derbyshire, Nottingham and Nottinghamshire) Visitor Economy Accommodation Investment and Quality Study.

Mike Ashworth
Strategic Director – Economy, Transport and Environment