

## **Record of Decisions**

### **Options for Future of Delivery of Tourism, Marketing and Event Support - Call In**

#### **Decision Taker**

Mayor on 29 September 2011

#### **Decision**

- (i) that any options review is not conducted until 2014 as this will coincide with the need to refresh our Tourism Strategy, Turing the Tide for Tourism in Torbay 2010 – 2015;
- (ii) working with key events organisations in the Bay the Mayor immediately creates an Events & Marketing Forum with the objective of generating far greater integration and coordination of tourism marketing (including business tourism activities) and events activity. In recognition of the financial support the Council provides to the English Riviera Tourism Company and Riviera International Conference Centre they would be expected to play a leading role in the forum and delivering its objectives; and
- (iii) the English Riviera Tourism Company and Riviera International Conference Centre are challenged to increase their collaborative working to reduce duplication, increase economies of scale and improve the product that both organisations are able to offer. Without creating a target or ceiling to the efficiencies that can be created they should be challenged to create identifiable efficiency savings within one year in a manner that at least maintains the outcomes they create and ideally improves them. Then they should create a business plan to demonstrate how they can continue to create efficiencies to reduce public subsidy and improve outcomes for the Bay in years to come.

#### **Reason for the Decision**

To respond to the call-in.

#### **Implementation (resource implications tab to be renamed Implementation)**

This decision will come into force and be implemented on 30 September 2011.

#### **Information**

At the Council meeting held on 29 September 2011 Members considered the recommendations of the Overview and Scrutiny Board following the call-in of the Mayor's decision regarding the options for future delivery of tourism, marketing and events support as set out in the submitted report.

The Mayor had submitted an amendment to his original decision which was circulated at the meeting and agreed by the Council. The Mayor considered the recommendations of the Council and approved their recommendations as set out in (i) to (iii) above.

#### **Alternative Options considered and rejected at the time of the decision**

None

**Is this a Key Decision?**

Yes – Reference Number: I005566

**Does the call-in procedure apply?**

No

**Declarations of interest** (including details of any relevant dispensations issued by the Standards Committee)

Councillor Stringer declared a personal interest as a Board Member.

**Published**

4 October 2011

Signed: \_\_\_\_\_  
Mayor of Torbay

Date: \_\_\_\_\_