

**Item 9, Options for Future Delivery of Tourism,  
Marketing and Events Support – Call-In**

**Mayoral Amendment**

**Council**

**29 September 2011**

Following the further debate and consideration of the Options for Future Delivery of Tourism, Marketing and Events Support report considered at Council on the 13<sup>th</sup> July I wish to propose an amendment to the original recommendation.

As Mayor and Leader of the Council I requested an options appraisal for reconfiguring the Council's investment in tourism marketing and events management in order to identify further efficiencies and to ensure that its investment into the tourism economy is providing an appropriate return to Torbay. I would like to thank all those who have contributed to the debate in this issue, I have listened to their views and it appears we can achieve the outcome I wish to see without the need for a formal review. There appears to be a consensus forming around the need to form a group/forum to promote higher profile events and ensure that event planning is comprehensive and co-ordinated.

I have heard representatives from both the English Riviera Tourism Company and the Riviera International Conference Centre, although they do not wish to merge, there are opportunities for them to work more closely together, including the possibility of sharing staff and premises. Working together there is also the opportunity for them to better coordinate their activities to promote better support for events and optimise marketing budgets, particularly if this is combined with an appropriately constructed events forum.

Noting that this is an executive decision I would ask that Council provides me with their view on the following proposed recommendation:

1. 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
2. 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.

3. 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.

Gordon Oliver  
Mayor Torbay