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| REPORT TO: | COMMUNITY SCRUTINY COMMITTEE | AGENDA ITEM: 10 |
| DATE OF MEETING: | 21 OCTOBER 2002 | CATEGORY: DELEGATED |
| REPORT FROM: | CHIEF EXECUTIVE | OPEN |
| MEMBERS' CONTACT POINT: | DAVID SOANES, ECONOMIC DEVELOPMENT MANAGER EXT 5714 | DOC: |
| SUBJECT: | ECONOMIC DEVELOPMENT & TOURISM | REF: |
| WARD(S) AFFECTED: | ALL | TERMS OF REFERENCE: |

1.0 Recommendations

1.1 That Members note the content of the report

2.0 Purpose of Report

2.1 To advise Members on the Council's Economic Development and Tourism Activities

3.0 Detail

3.1 Economic Development and Tourism are undertaken within the Economic Development Division, which also deals with Strategic Asset Management, day to day Estate Management and Footpath Management.

3.2 A 5 year Economic Development Strategy is in place covering the period 2000-05. The strategy aims to give direction to all departments within the Council and the wider community on the Council's Economic Development aims and objectives.

3.3 The Strategy's aim is "to improve the economic well-being of residents and businesses in South Derbyshire". It has five objectives:

- To encourage the formation and growth of new and existing businesses and ventures
- To promote South Derbyshire as a location for new investment and as a developing area for tourism and leisure related activities
- To continue to improve the basic infrastructure and environmental quality of the area in order to retain and attract investment
- To develop the skills and potential of the workforce; and
- To work in partnership with business and other relevant organisations to achieve the holistic regeneration of South Derbyshire.

3.4 Until last year, an annual Economic Development Plan was produced to compliment the Strategy, identifying areas of activity which the Council intend to pursue and fund over the coming year. The Service Plan now fulfills this function, whilst the Community Strategy, once completed, will provide the ongoing strategic direction for Economic Development.

3.5 Tourism activity is covered in more detail in a separate 5 year strategy, whose aim is 'to increase the contribution of tourism to South Derbyshire's economy, in balance with the protection of the environment and the interests of local communities. Again it has five objectives:

- To continue to promote South Derbyshire as a tourist destination in the most effective ways, and increase residents awareness of the importance and opportunities of tourism;
- To improve the Council's information base by undertaking appropriate research;
- To encourage the sustainable development of tourism in those parts of the District where it is undeveloped or underdeveloped;
- To encourage and extend partnership working and consultation between authorities, businesses and developers, and voluntary organisations involved in the local tourism industry; and
- To encourage a raising of standards and improvement in the performance of the District's existing tourism facilities and services, and to co-ordinate and extend provision of visitor information, in order to improve the quality of the visitor experience.

3.6 A Tourism Action Plan was developed for 2002/03 and approved by Environmental and Development Services Committee. The main tasks are incorporated in the divisional service plan.

3.7 Key Economic Development and Tourism actions being undertaken this year include:

- Working with Southern Derbyshire Chamber to provide advice and support to new and existing businesses
- Operating George Holmes Business Centre as a managed workspace offering a range of services to tenants and other local businesses
- Assisting businesses experiencing difficulties
- Promoting the concept of community enterprise e.g Credit Union
- Dealing with inward investment enquiries
- Promotion and development of the district's tourism and employment potential
- Providing a comprehensive sites and premises register
- Developing and supporting new and existing partnerships
- Developing an Industrial Facelift Scheme
- Forming a National Forest Tourism Partnership and developing joint literature
- Working closely with DCC, HETB and districts to promote tourism in Derbyshire
- Development of a Destination Management System