

Classification: Public

Key Decision: No

Gravesham Borough Council

Report to: Community and Leisure Cabinet Committee

Date: 15 September 2020

Reporting officer: Tourism and Town Twinning Manager
Assistant Director (Communities)

Subject: Draft Tourism and Heritage Strategy

Purpose and summary of report:

To report a draft Tourism and Heritage Strategy for Gravesham.

Recommendations:

1. That the Cabinet Committee makes their views known on the draft Tourism and Heritage Strategy for Gravesham, its key themes and priority actions.

1. A Tourism and Heritage Strategy for Gravesham

- 1.1 This draft strategy (Appendix 2) aims to capitalise on the opportunities for developing Gravesham's visitor and heritage offer to the benefit to the local economy. Consultation has begun to take place with local tourism, heritage and hospitality businesses and this draft will assist in that. An action plan will be developed alongside this strategy, to be reviewed on a regular basis. Priorities for action are currently highlighted in the document.
- 1.2 Covid 19 has had and is still having a significant impact on the visitor economy nationally and in Gravesham many visitor and heritage sites remain closed and where they are open the numbers of visitors has dropped significantly.
- 1.3 Visitor accommodation, restaurants and shops have now reopened, but there is still uncertainty around the longer term impact on the visitor economy. More people are currently deciding to remain closer to home and staycations may mean that people are looking to discover what is on their doorstep or slightly further afield. This could be beneficial for Gravesham and an opportune time to promote the borough's attractions more effectively to this audience.
- 1.4 The prospect of London Resort, which is currently being consulted upon, has the potential to change the way visitors perceive this area and we need to understand what impact that may have on investment into this sector for visits and stays 'beyond the park'. These can be incorporated into this strategy and the action plan as they become better known.

2. BACKGROUND PAPERS

2.1 There are no background papers pertaining to this report.

Anyone wishing to inspect background papers should, in the first place, be directed to Committee & Electoral Services who will make the necessary arrangements.

IMPLICATIONS	APPENDIX 1
Legal	No implications at this stage
Finance and Value for Money	Not applicable at this stage
Risk Assessment	This report is a positive action to raise the profile of Gravesham as a tourism destination and bring economic benefits to the Borough.
Data Protection Impact Assessment	<i>A data protection impact assessment (DPIA) should be carried out at the start of any major project involving the use of personal data or if you are making a significant change to an existing process.</i>
	<p>a. Does the project/change being recommended through this paper involve the processing of personal data or special category data or criminal offence data? A definition of each type of data can be found on the Information Commissioner's Office website via the above links.</p>
	<p>b. If yes to question a, have you completed and attached a DPIA including Data Protection Officer advice?</p>
	<p>c. If no to question b, please seek advice from your nominated DPIA assessor or the Information Governance Team at gdpr@medway.gov.uk.</p>
Equality Impact Assessment	<p>a. Does the decision being made or recommended through this paper have potential to cause adverse impact or discriminate against different groups in the community? If yes, please explain answer. No</p>
	<p>b. Does the decision being made or recommended through this paper make a positive contribution to promoting equality? If yes, please explain answer. No</p>
	<i>In submitting this report, the Chief Officer doing so is confirming that they have given due regard to the equality impacts of the decision being considered, as noted in the table above</i>
Corporate Plan	<p>#2 Place - a dynamic borough; defined by a vibrant and productive local economy taking advantage of growth in the area, supported by its strong and active community.</p> <p>Promote Gravesham's arts and heritage: support local groups and community reach and expand the visitor economy</p>
Climate Change	No implications
Crime and Disorder	No implications
Digital and website implications	Promotion of our key themes and priorities will be delivered through the Visit Gravesend website and social media channels.

Safeguarding children and vulnerable adults	No implications
--	-----------------