

**REPORT TO: STRATEGY AND RESOURCES**

Date: 2 November 2020

**TOPIC: NORTH DEVON DESTINATION MANAGEMENT ORGANISATION**

**REPORT BY: CHIEF EXECUTIVE**

## 1 INTRODUCTION

- 1.1 This report seeks the views of the Committee on a proposal to form a dedicated Destination Management Organisation (DMO) for Northern Devon

## 2 RECOMMENDATIONS

- 2.1 Members note the content of this report and indicate their approval in principle to exploring the proposal further, including consultation with businesses and stakeholders
- 2.2 Members support officers in efforts to identify external funding to move forward with 2.1

## 3 REASONS FOR RECOMMENDATIONS

- 3.1 In order to gauge the support for the opportunity.

## 4 REPORT

- 4.1 As part of the Council's Covid recovery efforts, North Devon + have been looking at the option of establishing a Northern Devon DMO, focussed on the tourism sector in this area.
- 4.2 The attached paper gives a background to the role of a DMO and the potential advantages that it might bring to the northern Devon area. As the paper sets out, tourism is a major financial driver for the area, supporting not just our coastal communities but also our town centres. A DMO may well assist in developing a strategic approach to the "offer" of the area.
- 4.3 At this stage final approval for the setting up of a DMO is not being sought. There is a lot of work involved in the setting up of a DMO and the first step is to ensure that it is something that is needed and required by the sector. If Members agree, the first step will be to seek external funding to take the

proposal to the viability stage, including an element of initial consultation with the sector.

4.4 The proposal has been discussed with the North Devon Marketing Bureau who are supportive and see their organisation working in a complimentary way with any new DMO.

4.5 If the proposal progresses, further reports to Committee will follow.

## 5 RESOURCE IMPLICATIONS

5.1 It is estimated that the cost of taking this proposal forward may be in the region of £80,000. Efforts will be made to secure external funding.

## 6 CONSTITUTIONAL CONTEXT

Article or Appendix and paragraph	Referred or delegated power?
	Delegated

## 7 STATEMENT OF CONFIDENTIALITY

7.1 This report contains no confidential information or exempt information under the provisions of Schedule 12A of 1972 Act.

## 8 BACKGROUND PAPERS

8.1 The following background papers were used in the preparation of this report:

The background papers are available for inspection and kept by the author of the report.

## 9 STATEMENT OF INTERNAL ADVICE

9.1 The author (below) confirms that advice has been taken from all appropriate Councillors and Officers.

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Author: KM

Date: 19<sup>th</sup> October 2020

Reference: