

Culture and Communities Committee

2.00pm, Tuesday, 20 March 2018

Tourism and Communities Working Group

Item number	8.4
Report number	
Executive/routine	Executive
Wards	All. City Centre in particular
Council Commitments	C2 , C11 , C46 , C48

Executive Summary

This report presents a proposal for a Tourism and Communities Working Group to be established to ensure that communities and residents' considerations are taken into account in the development of Edinburgh's Tourism Strategy.

Tourism and Communities Working Group

1. Recommendations

- 1.1 To approve the establishment of a Tourism and Communities Working Group, comprising Elected Members and officers.
- 1.2 To appoint the membership of the Working Group as detailed in Appendix 1.
- 1.3 To request regular updates on progress during the tourism strategy development process.
- 1.4 To refer this report to the Housing and Economy Committee, and the Transport and Environment Committee to nominate representatives for the Working Group.

2. Background

- 2.1 Committee received a report Tourism in Edinburgh on [20 January 2018](#) which assessed the impact of tourism in Edinburgh and outlined the current Edinburgh Tourism Strategy, Edinburgh 2020. The report also noted that the Edinburgh Tourism Action Group will work with the Council and stakeholders to develop a new strategy by 2020 which will have more focus on Managing Success.
- 2.2 Committee requested that a Working Group be established to ensure that the views and considerations for communities and residents, in particular residents of the City Centre, are taken into account in the strategy development process.

3. Main report

- 3.1 The Committee is requested to approve the establishment of a Tourism and Communities Working Group, comprising Elected Members and officers.
- 3.2 The proposed membership of the Working Group should be nominees from the Culture and Communities Committee, the Housing and Economy Committee and the Transport and Environment Committee.
- 3.3 Membership, as proposed, ensures elected members' leadership and representation, together with officer input from service areas that link to tourism such as Culture, Transport and Economy.
- 3.4 The Working Group will provide a forum to discuss views and considerations for communities and residents in relation to tourism. These in turn to be considered in the development of a new tourism strategy. The overall aim to be that the new tourism strategy is developed with transparency, partnership and consultation so that a balance is achieved between the needs of citizens and demands of visitors.

4. Measures of success

- 4.1 A Working Group is established.
- 4.2 Edinburgh continues to be a top destination for visitors but achieves a balance of managed growth which considers the impact of tourism on communities and residents.

5. Financial impact

- 5.1 There are no direct financial implications in establishing a Working Group.

6. Risk, policy, compliance and governance impact

- 6.1 There are no direct risks, policy, compliance or governance impacts resulting from this report.
- 6.2 The Council and ETAG will work together to develop a new Tourism Strategy with input from the Working Group. This process will be subject to appropriate risk assessment, compliance, and governance checks.

7. Equalities impact

- 7.1 There is no direct equalities impact resulting from this report.
- 7.2 The Council and ETAG will work together to develop a new Tourism Strategy with input from the Working Group. This process will be subject to appropriate equalities impact assessment checks.

8. Sustainability impact

- 8.1 There are a range of sustainability considerations to be addressed by the Working Group, including that the new tourism strategy results in sustainable growth whilst providing a balance between the needs of citizens and demands of visitors.

9. Consultation and engagement

- 9.1 Edinburgh Tourism Action Group (ETAG) have been consulted on the proposal to establish this Working Group. They recognise that community and residents' views need to be represented, and are willing to participate in the Working Group, to achieve a balanced debate.
- 9.2 A comprehensive consultation and engagement process will inform the production of a new Edinburgh tourism strategy by 2020. The Working Group will provide a mechanism for engaging communities and residents in this process.

10. Background reading/external references

10.1 None.

Paul Lawrence

Executive Director for Place

Contact: Jim Galloway, Service Manager, Economy

E-mail: jim.galloway@edinburgh.gov.uk | Tel: 0131 529 3211

11. Appendices

Appendix 1 - Working Group Proposed Membership and Draft Terms of Reference for consideration once formed

Tourism and Communities Working Group

Proposed Membership:

Six representatives, comprising two representatives from each of the following committees:

- Culture and Communities
- Housing and Economy
- Transport and Environment

Officers from the following service areas:

- Culture
- Economy
- Transport
- Environment
- South East Locality.

The Group may also wish to invite representative(s) from Edinburgh Tourism Action Group (ETAG).

Terms of reference:

Introduction

The City of Edinburgh Council (CEC) will work together with ETAG and other stakeholders to develop a new strategy for tourism by 2020.

Part of the focus of the new strategy will be on managing successful, inclusive and sustainable growth in tourism in the city. Clearly there is a need to manage this growth in a way that achieves a balance between the needs of residents and the demands of visitors.

Remit

To establish a joint elected member working group following committee approval. The working group will seek to ensure that the views and consideration of communities and residents are taken into account in the development of a new strategy for tourism.

The elected members on the group will represent communities and residents, liaising through engagement with statutory and non-statutory groups and networks including Community Councils and Resident's Groups.

Officers will link to Council service areas as appropriate to ensure a coordinated cross-council approach is maintained throughout the process.

Timescale

The group will be established in late Spring 2018 and work alongside the strategy development process led by ETAG and the Edinburgh 2020 Strategy Implementation Group. Working alongside ETAG, the group will influence the development of the next Tourism Strategy by 2020.

Meeting Arrangements

The group will select a chair at its first meeting.

Main working group will meet bi-annually spring and autumn, starting spring 2018 until the completion of a new Tourism Strategy in 2020.

The working group may decide to meet more frequently in line with key milestones in the strategy development process.

The Group may establish sub-groups to progress individual elements of the overall remit, inviting additional officers and external stakeholders as required.