

# Corporate Policy and Strategy Committee

10.00am, Tuesday, 14 May 2019

## Tourism – Policy Statement

Item No	
Executive/routine	Executive
Wards	All
Council Commitments	<a href="#">C11</a> , <a href="#">C48</a>

### 1. Recommendations

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- 1.1 It is recommended that Committee:
- 1.1.1 approves the Policy Statement on Tourism;
  - 1.1.2 agrees to use the Policy Statement to inform the Council's input to the development of a city strategy for tourism; and
  - 1.1.3 agrees to review the Policy Statement in five years' time, or sooner, at the discretion of the Council.

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Executive Director of Place

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## Tourism – Policy Statement

### 2. Executive Summary

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- 2.1 This report proposes a Policy Statement on Tourism to support and inform the Council’s input to the new and refreshed Edinburgh Tourism Strategy 2030.

### 3. Background

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- 3.1 A tourism strategy for Edinburgh “Edinburgh 2020” was developed and produced in 2012. Edinburgh Tourism Action Group, membership of which includes the City of Edinburgh Council and other key industry partners, is in the process of developing a new, refreshed Tourism Strategy “Edinburgh 2030”.
- 3.2 In providing input to the new strategy development process, and after discussion at the Housing and Economy Committee on 21 March 2019, it is important to set out the Council’s own position clearly in the context of wider strategy and policy priorities.

### 4. Main report

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- 4.1 Edinburgh Tourism Action Group (ETAG) and its partners including the City of Edinburgh Council, is leading on the development of a new and refresh Edinburgh Tourism Strategy. The partnership’s aim is to produce a city strategy that meets the priorities of all stakeholders.
- 4.2 The development process has been reported to the Culture and Communities on [30 January 2018](#) and to the Housing and Economy Committees on [21 March 2019](#).
- 4.3 It is important to set out the Council’s own policy position, and the acceptable parameters within which a tourism strategy should sit, to inform and support elected members and officers engaged in providing input to the strategy development process.
- 4.4 The policy statement proposed at Appendix 1 to this report draws from a number of papers and policy documents already approved by the Council. These include the Edinburgh Economy Strategy and the emerging 20150 City Vision.

- 4.5 In summary, the policy states that the Council will support a tourism strategy that respects the needs of residents in the city, is inclusive, sustainable and promotes good growth.

## **5. Next Steps**

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- 5.1 Subject to Committee approving the policy statement, it will be used to provide input to the Edinburgh 2030 Tourism Strategy development process.
- 5.2 A further report will be presented to the Housing and Economy and Culture and Communities committees in late 2019 seeking endorsement of the new 2030 Tourism Strategy prior to its launch in early 2020. For clarity, the Committee will only be recommended to support the new strategy if it incorporates the key priorities set out in the Council's policy statement.

## **6. Financial impact**

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- 6.1 There are no direct financial implications of approving a policy statement on tourism.

## **7. Stakeholder/Community Impact**

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- 7.1 Stakeholder impact is being assessed by ETAG as part of the 2030 Tourism Strategy development process.
- 7.2 The Council's Working Group on Tourism and Communities is assessing impact on residents and communities and feeding it its findings to the strategy development process.

## **8. Background reading/external references**

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- 8.1 [Edinburgh Tourism Strategy Update Report](#), Housing and Economy Committee, 21 March 2019
- 8.2 [Transient Visitor Levy](#), City of Edinburgh Council, 7 February 2019
- 8.3 [Edinburgh 2050 City Vision](#), City of Edinburgh Council, 28 June 2018
- 8.4 [Edinburgh Economy Strategy](#), Housing and Economy Committee, 7 June 2018,

- 8.5 [Tourism and Communities Working Group](#), Culture and Communities Committee, 20 March 2018
- 8.6 [Tourism in Edinburgh](#), Culture and Communities Committee, 30 January 2018

## **9. Appendices**

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Appendix 1 - Policy Statement on Tourism

**Draft Policy Statement on Tourism**

**1. Policy Statement:**

- 1.1 Edinburgh is one of Europe's foremost visitor destinations, renowned for its creativity, distinctiveness and unique culture and heritage. The city's character and vibrancy help ensure it remains a destination for visitors - all year round. Our built and natural assets are on a par with anywhere in the world, and the city's unique character is reflected and shaped by the residents of the city. Like most capital cities, we are a gateway to the rest of the Country.
- 1.2 The quality of life for residents and the attractiveness of Edinburgh as a destination are inextricably linked. The one cannot suffer at the expense of the other. Distinctiveness and authenticity are what attracts the visitor and what makes the city such an exciting place to live in. Getting this balance right is essential for any future tourism strategy.
- 1.3 The City of Edinburgh Council recognises the important contribution that visitors, and the resultant tourism industry make to the city economy in terms of jobs, investment and GVA. In line with the Edinburgh Economy Strategy, the Council supports the ambitions of the tourism sector and its partners and seeks to ensure our residents, visitors and businesses continue to benefit from their success. However, there is a tendency for jobs in the sector to be relatively low paid and low skilled. And characterised by short term contracts. This needs to change, with an increasing move to higher skilled, secure jobs where companies invest in their workforce for the long term. The Council is already actively supporting initiatives in the hospitality sector with the developers of Edinburgh St James, and in the retail sector through the Capital City Partnership. Partners such as Edinburgh College will have a key role to play in helping support this activity.
- 1.4 The Council is committed to achieving the right balance between a thriving tourism economy and the quality of life for residents, and ensuring a manageable impact of the sector on the city's infrastructure, and wider social and historic fabric. Three areas of particular concern must be addressed:
  - 1.4.1 the short term lets market, where the tourism sector is a significant distortion to the wider housing market, more so than in any other city in the UK;
  - 1.4.2 the commercial office sector, where the needs of the accommodation market are crowding out more productive economic uses; and
  - 1.4.3 the diversity and authenticity of the city's cultural and retail offer.
- 1.5 Sustainability, in the broadest sense of the term, should be the hallmark of the visitor economy in the city.

1.6 The City of Edinburgh Council therefore seeks to support the tourism industry and the visitor economy in ways that will:

- Ensure the right balance between residents and communities and the tourism sector, including in the housing and accommodation sector;
- Improve access to fair, good quality jobs;
- Embrace the principles of low and zero carbon tourism, and to ensure the sector has no negative environmental impact;
- Enhance the assets of the City for the benefit of residents and visitors;
- Ensure the economic benefit of tourism can be shared among all in the city;
- Spread the benefits of the sector around Edinburgh as a whole (including at locations such as the Forth Bridges, the Pentland Hills and the Waterfront), the wider city region, and Scotland as a whole;
- Encourage the use of innovative approaches and digital technologies in the sector; and
- Encourage collaboration within the partnership network including key public and private sector agencies.

1.7 The City of Edinburgh Council recognises the additional pressure that significant visitor numbers place on public services. In keeping with this understanding, it is the Council's policy to pursue the introduction of a Transient Visitor Levy to enable sustainable investment in supporting and managing the impact of tourism in the city.

1.8 The European Cities Marketing *Toolbox on Managing Tourism Growth in Europe (2018)* poses key questions around destination management and can serve as a useful framework for considering Edinburgh's future approach. The *Toolbox* sets out ten tools that organisations responsible for tourism leadership, governance and delivery can deploy in order to manage their destinations more effectively. These ten tools are described as follows:

- Strategy, formation, destination planning and zoning;
- Forming partnerships;
- Smart marketing;
- On-the-ground visitor management;
- Technological solutions;
- Public education
- Managing the collaborative economy
- Taxes, caps and limitations;
- Measurement and monitoring; and
- Dialogue and consultation.

1.9 The Council has a key role to play across all ten of these areas, but, in particular, we will focus resources on delivering any new strategy in the following areas:

- offer the best possible visitor experience;
- celebrate, retain, and improve Edinburgh's distinctive character and authenticity;
- promote and encourage inclusive, sustainable, good growth; and
- balance the demands of visitors and the needs of residents.

		<b>Description</b>	<b>Service Areas</b>
Offer the best possible visitor experience	Welcome	The Council will ensure a high standard to customer service including at our public offices and contact centres, conscious of the needs of visitors.	Customer
	Pedestrian experience	The Council will maintain core infrastructure, develop strategies and initiatives to improve the connectivity, accessibility and wayfinding within the city.	Transport
	Safety	The Council will provide key statutory services to provide a safe environment for visitors and residents.	Public Safety and Regulatory Services
	Cleanliness	The Council will provide key statutory services to provide a clean and pleasant environment for visitors and residents.	Waste and Cleansing
Celebrate, retain, and improve Edinburgh's distinctive character and authenticity	Support festivals	The Council will continue to support the city's festival programme and work with partners to ensure sustainable festivals through the year.	Culture
	Maintain conservation	The Council will deliver a Local Development Plan which conserves the unique heritage and built environment of the city but also allows sustainable development that enriches the city for both residents and visitors.	Planning
	Support development		
	Maintain authenticity		
Promote and encourage inclusive, sustainable, good growth	Business support	Provide support for businesses to start, grow and innovate.	Economy
	Good business practice	Encourage responsible business practice including paying the Edinburgh living wage and new approaches to secure employment	
	Corporate social responsibility	Encourage the business community to participate in corporate social responsibility. Lead by example and introduce more Council-led Corporate Social Responsibility directly and through our contractors.	Economy/Corporate Procurement

		<b>Description</b>	<b>Service Areas</b>
Balance the demands of visitors and the needs of residents	Respect and courtesy to residents	Support and encourage businesses to act responsibly so that a balance can be achieved between the demands of visitors and the needs of residents. In particular, use the services of the council to provide a platform for dialogue and issue resolution.	Regulatory Services/ Locality Teams
	Resident participation and inclusion schemes	Establish within our own venues (and encourage partners to develop in their offerings) schemes that allow residents to participate in festivals, events and attractions at affordable and accessible rates.	Culture
	Control and regulation	Within the parameters of relevant legislation, enforce control and regulation of visitor services to minimise disruption, risk and nuisance for the city's residents. And work with stakeholders for new regulatory and legislative powers as appropriate.	Housing/Regulatory Services