

APPENDIX B
Agenda Item No. 5

TOURISM AND ITS CONTRIBUTION TO THE ECONOMY – STAGE II

Chief Executive

1.0 Purpose

- 1.1 In the stage one report on Tourism and its Contribution to the Economy of Aylesbury Vale, Members identified the shortfall in quality accommodation and conference facilities as one of the limiting factors in the development of tourism within Aylesbury Vale. Four witnesses from different market sectors have been invited to outline what role Aylesbury Vale District Council can play in supporting the development of this market.

2.0 For decision

- 2.1 Following presentations from the witnesses, Members are asked to consider the means by which the Council might stimulate the growth of accommodation and conference facilities throughout the Vale that they would like to develop in Stage 3 of the review.

3.0 Supporting Information

- 3.1 There are 104 registered service accommodation establishments within Aylesbury Vale providing a total of 1606 bedspaces. Of these, 75 establishments are featured in the www.visitbuckinghamshire.org website and current Vale of Aylesbury Visitor Guide which is produced by Aylesbury Vale District Council and distributed via local Tourist Information Centres.

The following speakers have been invited to present to the committee:-

Paul Jeffries Senior Development Manager Tourism South East

Paul is responsible for the development of the Tourism Infrastructure within the Tourism South East Region having previously been Policy Manager of the English Tourism Council. He has been responsible for the co-ordination of the new tourism development strategy for the region and has recently commissioned sector development reports for hotel and self catering establishments across the region.

Debbie Rouget Project Manager Tourism Better Business Scheme

The Tourism Better Business Scheme is a Tourism Skills Partnership for the Buckinghamshire, Berkshire and Oxfordshire region. Supported by the European Social Fund, the project offers a wide range of training and skills development opportunities for businesses large and small across the region.

Ronnie Clark, General Manager Holiday Inn, Aylesbury

The Holiday Inn is the largest hotel and conference venue within Aylesbury Vale. Providing 147 bedrooms, a conference and banqueting centre hand health spa and fitness club. Ronnie will also be able to provide a unique insight into how the recent opening of the Aston Clinton bypass has had on the performance of the hotel.

Kim Hallett, Head of Sales & Marketing, Waddesdon Manor

Waddesdon is the most popular visitor attraction in Aylesbury Vale receiving almost 250,000 visitors per year. The Manor hosts a comprehensive programme of special events, exhibitions & concerts throughout the year with many visitors requiring local accommodation packages.

The speakers have been asked to respond to the following issues:-

- 1 How do you think this Council can be most effective developing the range and quality of accommodation and conference facilities within the Vale. We would like you to base your presentation on the following aspects of the Council's responsibilities
 - Supporting the Planning Process
 - Co-ordinating & supporting marketing campaigns
 - Developing the skills base of the workforce within Aylesbury Vale
 - Tourist Information Services
 - Providing local research and information for the Tourism Industry

In addition Paul, Debbie and Ronnie have been asked to consider the supplementary question

- 2 Are you aware of any examples of local authorities operating a more proactive planning policy to meet shortfalls in local accommodation.

Kim has been asked to consider the following supplementary question

- 3 Does the current accommodation provision in Aylesbury Vale provide problems for your business, if yes please state when this occurs and the nature of the problem.

Following presentations from the four witnesses, Members of this committee will be able to ask supplementary questions relating to this subject.

Contact Officer: Ian Barham 01296 585184
Background Documents: Economy Scrutiny Stage 1 Report May 2004

Tourism – greens may 2003