



## Joint Select Committee – Communities & Localism and Growth, Infrastructure & Housing agenda

Date: Wednesday 13 July 2022

Time: 10.00 am

Venue: The Oculus, Buckinghamshire Council, Gatehouse Road, Aylesbury HP19 8FF

### Membership:

M Harker OBE (Chairman), D Carroll (Chairman), P Drayton, C Etholen, M Hussain JP, M Knight, F Mahon, C Oliver, M Stannard, L Smith BEM, S James, M Baldwin, S Chapple, Q Chaudhry, I Darby, N Marshall, C Poll, D Town, A Waite and S Wilson

This joint committee has been made up of 20 members across both Select Committees and reflects the political proportionality of the Council.

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### Agenda Item

### Page No

- 1 Apologies for Absence/Changes in Membership**
- 2 Appointment of Vice-Chairman for Communities and Localism Select**

## **Committee**

- 3**      **Declarations of Interest**
- 4**      **Minutes of the Previous Communities and Localism Select Committee Meetings**      **5 - 10**
- To confirm the minutes of the Communities & Localism Select Committee meetings held on 26th April 2022 and 18<sup>th</sup> May 2022 as a correct record.
- 5**      **Public Questions**
- Public questions is an opportunity for people who live, work or study in Buckinghamshire to put a question to a Select Committee.
- The Committee will hear from members of the public who have submitted questions in advance relating to items on the agenda. The Cabinet Member, relevant key partners and responsible officers will be invited to respond.
- Further information on how to register can be found here: <https://www.buckinghamshire.gov.uk/your-council/get-involved-with-council-decisions/select-committees/>
- 6**      **Visitor Economy in Buckinghamshire**      **11 - 52**
- The Joint Committee will receive a report and presentation on the Visitor Economy. This will examine how the Visitor Economy fits into the Council's broader approach to economic development and ways to develop it further. As the Council looks to develop a Visitor Economy strategy, members will be able to review opportunities and potential areas of development and investigate how the Council can work effectively with partners to attract more visitors to Buckinghamshire.
- Contributors:**
- Cllr Martin Tett, Leader of the Council  
Lisa Michelson, Service Director, Economic Growth and Regeneration  
Sophie Payne, Service Director, Culture, Sport & Leisure  
Matthew Broadbent, Senior Economic Development Officer  
Philippa Batting, Managing Director for Buckinghamshire Business First  
Lucy Dowson, Tourism Development Manager for Visit Buckinghamshire  
Bill Morris, Co-Chair for Buckinghamshire Culture
- 7**      **Work Programme - Growth, Infrastructure and Housing Select Committee**      **53 - 54**
- An opportunity for members of the Growth, Infrastructure and Housing Select Committee to suggest possible items for the future work programme.

- 8 Work Programme - Communities and Localism Select Committee** **55 - 56**  
An opportunity for members of the Communities and Localism Select Committee to suggest possible items for the future work programme.
- 9 Date of Next Meeting - Growth, Infrastructure and Housing Select Committee**  
The next meeting will take place on 6<sup>th</sup> October 2022 at 10.00 a.m.
- 10 Date of Next Meeting - Communities and Localism Select Committee**  
The next meeting will take place on 5<sup>th</sup> October 2022 at 10.00 a.m.

If you would like to attend a meeting, but need extra help to do so, for example because of a disability, please contact us as early as possible, so that we can try to put the right support in place.

For further information please contact: Kelly Sutherland on 01296 383602, email [democracy@buckinghamshire.gov.uk](mailto:democracy@buckinghamshire.gov.uk).

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Agenda Item 4  
**Buckinghamshire Council**  
**Communities & Localism Select**  
**Committee**

## Minutes

**MINUTES OF THE MEETING OF THE COMMUNITIES & LOCALISM SELECT COMMITTEE HELD ON TUESDAY 26 APRIL 2022 IN THE OCULUS, BUCKINGHAMSHIRE COUNCIL, GATEHOUSE ROAD, AYLESBURY HP19 8FF, COMMENCING AT 10.00 AM AND CONCLUDING AT 12.12 PM**

### **MEMBERS PRESENT**

M Harker OBE, A Waite, M Hussain JP, G Smith, M Stannard, L Smith BEM, P Cooper, F Mahon, M Knight and R Stuchbury

### **OTHERS IN ATTENDANCE**

S Bowles, V Grey and L Jeffries

### **Agenda Item**

#### **1 APOLOGIES FOR ABSENCE / CHANGES IN MEMBERSHIP**

Apologies were received from Councillors P Bass, J Baum and P Drayton. Members noted that Cllr Robin Stuchbury was substituting for Cllr Drayton for this meeting.

#### **2 DECLARATIONS OF INTEREST**

There were no declarations of interest.

#### **3 MINUTES**

The minutes of the meeting held on 22 February 2022 were agreed as an accurate record.

#### **4 PUBLIC QUESTIONS**

No public questions had been received.

#### **5 CHAIRMAN'S UPDATE**

The Chairman extended her thanks to the contributors that attended the 2 days of evidence gathering in March in connection with the Community Board Review. The constructive conversations that took place with stakeholders including community board chairman, members, town and parish council representatives, community groups and officers were welcomed. The Chairman was very pleased to receive presentations from successful funding projects as part of this.

#### **6 COMMUNITY RESILIENCE**

The Chairman welcomed Cllr Steve Bowles, Cabinet Member for Communities, Lloyd Jeffries, Service Director for Business Operations and Vince Grey, Head of Resilience Service to the meeting.

The following points were highlighted:

- The team has developed a community resilience framework using a one council approach that includes all council services. The Framework consisted of 3 key spheres, these were Place Resilience, Organisational Resilience and Emergency Resilience. Elements of the government's National Resilience Strategy had been embedded into the Council's framework.
- In the weeks following the committee meeting, the team would be contacting all town and parish councils to establish a grassroots connection and ask them to provide the team with any concerns they might have. Material would be made available in a comprehensive update of the website that would enable better self-help for the community. The resilience team want to engage in a meaningful way.
- The team would be establishing which areas are of most concern to the Town/Parish councils. They would then work with the organisation to ensure there is an emergency plan in place for those issues e.g. flooding. This emergency plan will have lead responsibilities allocated and this might include elected members, Buckinghamshire Council officers, local businesses or the town and parish council according to the local needs.
- Community Resilience aimed to empower individuals, business, community networks and voluntary organisations to prepare, respond and recover from emergencies and disasters.
- This did not aim to replace voluntary organisations or leave Parish/Town Council's without assistance. Co-ordinating resources between agencies would allow greater resilience and reduce risk.
- Benefits of Community Resilience included effective response, reduced exposure to social financial and health impacts, stronger relationships with government and responders, stronger sense of community.
- Emergency responders and government benefited from an improved understanding of communities needs and capacities, quicker and more efficient response times as well as reduced demand. This enabled greater prioritisation and better partnering & communication with volunteers and local organisations.

During discussion, comments and questions raised by the Committee included:

- It was confirmed that the Council works closely with Bucks and Oxon 4x4 Response Group (BORG). The team had recently met with BORG and improved their communication with the organisation.
- Following on from flooding in the north of the county, concerns were raised about communication arising from the event. The officers clarified that the framework looks to engage more fully with the community and rectify these issues. Co-ordination would be improved by this framework.
- Members questioned the resources available to support the new framework when the Resilience service was made up of only 5 officers. However Vince Grey reiterated that the team could call on support from across the Council and partners.
- Lack of sandbags had been an issue following recent flooding in Buckingham, this resulted in Steeple Claydon Parish Council acquiring and storing sandbags for future emergencies. Concerns were raised that emergency staff were unaware of BORG and possible extra resources to deal with the consequences of storm Eunice. These concerns

- had been taken on board and further communication improvements planned.
- The One Council approach was praised as a benefit of combining into a unitary authority. An approach for the whole County had been developed. Concern was expressed over whether there were adequate resources to maintain this plan, and how the emergency services fitted into it. The Framework would enable these communities to develop increased resilience before an emergency situation. By recognising their needs before an event, resources required would be reduced from elsewhere. The Bucks Resilience Group incorporated Buckinghamshire Council and emergency services among the 40 organisations included on the Board. This Board looked to provide continued improvement of emergency resilience and community involvement.
  - Local knowledge from Members and Parish Councils would be fed into the team to ensure responders are aware of local requirements, e.g. traffic redirection and parking restrictions during an emergency.
  - Lines of responsibility would be set out in the agreed community emergency plans with local stakeholders (e.g. Parish Councils). A template for a plan would be available on the website, but the Emergency Resilience team would look to engage with the community in more detail to ensure suitability and that their needs are met.
  - There were varying levels of Community connection across the County with the Council. The pandemic highlighted the effectiveness of local communities, and the team aim to improve the connections across the County. Following up on initial responses and doing a deep dive with Parishes/Communities would allow this.
  - The whole Council would be involved in delivering resilience. The Emergency resilience team oversee this and ensure its effectiveness. The team was confident that both financial and staffing resources are in place to enable the team to pursue this framework. The governance structure overseeing delivery of this new model involved a number of senior managers and this leadership, combined with member engagement would help to make it a success.

## **7 COMMUNITY BOARD REVIEW REPORT**

The Select Committee considered the Community Board Review Report. This was to be considered by Cabinet at their 10<sup>th</sup> May meeting.

- The Select Committee congratulated the Scrutiny Manager, Chairman and those involved in the review for their work in producing the report.
- A Member expressed the view that it was important that all communities in Buckinghamshire were engaged and he hoped that Community Board Co-ordinators would reach out to more difficult to reach groups. Following on from Covid, it was important that the Community Boards kept the momentum going through engagement with the community.
- It was clarified that detailed records of funding applications are maintained by the Community Board Co-ordinators. Information on funding and co-ordinators could be acquired by Members through the co-ordinators.

## **8 WORK PROGRAMME**

The Chairman suggested that Resilience be added to the Work Programme following the earlier discussion. The follow-up to the Community Board review would also be included. A member also suggested that HS2 and East-West Rail should attend a future meeting. The Chairman confirmed this was being looked into.

Further topics that could be included in the work programme were Domestic Abuse and the community response to crime, community support available for Bereavement, visitor economy & tourism and community owned businesses.

**9 DATE AND TIME OF THE NEXT MEETING**

The date of the next committee meeting was provisionally 30<sup>th</sup> June 2022 at 10am. The Chairman suggested that this date and future meetings may need to change from Thursdays due to an unavoidable commitment.





# Buckinghamshire Council

## Communities & Localism Select Committee

### Minutes

MINUTES OF THE MEETING OF THE COMMUNITIES & LOCALISM SELECT COMMITTEE HELD ON WEDNESDAY 18 MAY 2022 IN THE OCULUS, BUCKINGHAMSHIRE COUNCIL, GATEHOUSE ROAD, AYLESBURY HP19 8FF.

#### MEMBERS PRESENT

M Harker OBE, S Barrett, P Drayton, M Hussain JP, G Smith, M Stannard, P Bass, L Smith BEM, P Cooper, F Mahon, M Knight, A Alam, and C Oliver

#### OTHERS IN ATTENDANCE

D Dhillon

#### Agenda Item

##### 1 APOLOGIES

Apologies had been received from Councillor G Hollis.

##### 2 ELECTION OF CHAIRMAN

It was proposed by Councillor F Mahon and seconded by Councillor A Waite.

**Resolved:** that Councillor M Harker OBE be elected Chairman of the Communities and Localism Select Committee for the ensuing year.

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## Report to Communities & Localism and Growth, Infrastructure & Housing Select Committees

<b>Date:</b>	13 July – Joint meeting of Communities & Localism and Growth, Infrastructure & Housing Select Committees
<b>Title:</b>	<b>Visitor Economy Update</b>
<b>Cabinet Member(s):</b>	<b>CLlr Martin Tett, CLlr Clive Harriss</b>
<b>Contact officer:</b>	Matt Broadbent, Senior Economic Development Officer ( <a href="mailto:matthew.broadbent@buckinghamshire.gov.uk">matthew.broadbent@buckinghamshire.gov.uk</a> )
<b>Ward(s) affected:</b>	None specific
<b>Recommendations:</b>	<b>To agree to the development of a Visitor Economy Strategy that takes stock of growth opportunities in Buckinghamshire and outlines an action plan to capitalise on these.</b>
<b>Reason for decision:</b>	<b>For Members to be informed of the work being undertaken to support the Visitor Economy and development of Buckinghamshire’s cultural and heritage attractions.</b>

### 1. Executive summary

- 1.1 Buckinghamshire is a beautiful county with many natural and heritage assets. While it does not benefit from major visitor attractions such as nationally recognised museums, it is still an attractive place for visitors who come to enjoy the stunning surroundings, world class restaurants, and historic and cultural locations. In addition to the potential for visitors, many locations in the county are ideal venues for business events such as conferences. Although only a short distance from London,

our county has the natural setting that businesses are looking for to host away days and corporate retreats.

- 1.2 The visitor economy sector already plays a significant role in economic activity for Buckinghamshire, however there is potential for growing this sector. In addition, recent trends towards a growth in 'staycation' and domestic tourism has shown Buckinghamshire's strength in this part of the market.
- 1.3 As the country comes out of the pandemic, the Council and its partners are undertaking a review of the visitor economy strategy, considering new opportunities for growth in the county, and the best way to position and promote Buckinghamshire as a great place to visit.

## **2. Content of report**

### **Background**

- 2.1 With 20 million people living within 90 minutes of Aylesbury, the County has the opportunity to capitalise on a large captive market. Visitor patterns are seeing a growth in near-to-home and short stay visits, there is a significant market for Buckinghamshire to tap into.
- 2.2 Tourism and hospitality have been hit hard by the COVID-19 pandemic but there are opportunities to capitalise on the growth that has been seen with visitors making more day visits or overnight stays close to home and rediscovering their local area. However further efforts are needed to continue this and to attract more day and stay visitors and increase dwell time and therefore spend in our local economy. The experience of businesses throughout the pandemic will give us an opportunity to incorporate the lessons learned into our strategic approach.
- 2.3 A new unitary authority gives us an opportunity to develop a Buckinghamshire wide visitor economy strategy that is more reflective of Buckinghamshire as a whole but can still build on its diverse places to create a more competitive offer compared with neighbouring counties.

### **Destination Management Organisation**

- 2.4 There are a number of activities already in place to support tourism in the county. Buckinghamshire has an official Destination Management Organisation (DMO) in Visit Buckinghamshire and the Chilterns, which has been running since 2016. It is facilitated by Buckinghamshire Business First in partnership with Buckinghamshire Council and the Local Enterprise Partnership (LEP).
- 2.5 The current objectives for the DMO are: supporting the growth and effectiveness of the Visit Buckinghamshire and the Chilterns website, leveraging additional funding

for the sector locally, increasing visitor numbers, overnight stays and spend in the local economy and creating jobs and increasing sectoral skills.

- 2.6 The DMO has limited capacity with its current set up, employing two staff part-time. It does not receive any public funding and receives a small amount of funding from membership subscriptions, including £15,000 from Buckinghamshire Council. Areas of this size would ordinarily have a larger resource.
- 2.7 Historically, the local tourism sector in Buckinghamshire has been fragmented into a series of 'place based' campaigns for individual towns or parts of the County (such as the Chilterns). Buckinghamshire has been less successful in marketing the whole of the County as a destination with a brand that encompasses the various visitor experiences. This challenge underpinned the decision to develop a Destination Management Plan in 2013, the findings of which led to the creation of the DMO. However this has not been updated and does not incorporate current post COVID trends for the sector.
- 2.8 Alongside the DMO, partners such as Chilterns Tourism Network and Buckinghamshire Regional Tourism Steering Group (RTSG) also operate with a view to building stronger ties between businesses and from business to visitor. The Chilterns Tourism Network is a group of 200+ businesses representing a broad range of products and services from the sector. They work collaboratively to promote the Chilterns as a visitor destination.
- 2.9 On top of this a number of Community Boards also look at the role of the visitor economy in their towns and villages and have used funding to support organisations with projects such as events which boosts visitor numbers and footfall to our town centres. Currently the North West Chilterns Community Board are working in partnership with Visit Buckinghamshire and have developed an initiative which aims to work with sector businesses to help the recovery and rebuilding of the local visitor economy post-Covid.
- 2.10 Clarifying and promoting the unique offer for Buckinghamshire's visitor economy will give the DMO and other visitor economy partners the opportunity to focus more directly on Buckinghamshire's strategic strengths. A clearer ambition will also allow partners to coalesce around shared objectives and aims.

### **Pandemic Response and recent activities**

- 2.11 The Council invested heavily to support this sector during the various lockdowns. Through the Welcome Back Fund we worked closely with communities across Buckinghamshire to identify dozens of public realm interventions around improving the visitor experience to our high streets and attracting residents and visitors back to support those businesses and restaurants. The Welcome Back Fund also provided

the opportunity to begin specific place promotion work to raise awareness of Buckinghamshire. A suite of geographic and thematic videos have been curated and shared on social media by Visit Bucks which reached over 112,000 views in the month of March 2022 alone. We now have access to a rich variety of film, drone and photography footage that can be pivoted to use in future work.

- 2.12 The Council supported businesses in this sector throughout the pandemic including through the Local Restrictions Support Grant and Additional Restrictions Grant. Buckinghamshire Council distributed over £22 million to businesses through the Additional Restrictions Grant scheme.
- 2.13 With restrictions being put in place from March 2020, the sector was severely impacted during the pandemic. The Government put in place various programmes with a view to supporting businesses, such as the 'Eat Out to Help Out' scheme, business grants, the Welcome Back Fund, as well as broader packages such as the Job Retention Scheme. While we did see businesses close during the pandemic, the sector has shown its ability to adapt and innovate.
- 2.14 Visit Buckinghamshire, Buckinghamshire Business First and Buckinghamshire Council are also currently delivering the Visit Buckinghamshire: Boost project funded through the UK Community Renewal Fund. The project offers direct support to visitor economy businesses in upskilling, innovating and creating new products and services boosting businesses' green credentials, accessibility, digital skills and growth.
- 2.15 In addition to this, the Future Tourism Summit recently took place bringing together businesses from Buckinghamshire's wider visitor sector to understand the role tourism businesses can play in local and the national economy.

### **The visitor economy and economic development**

- 2.16 The visitor economy can be seen as a strategic opportunity for Buckinghamshire. Business growth in the sector can lead to benefits in terms of greater turnover, strengthening local supply chains, better place management, resilient places, and job creation with tourism being a ready source of entry level jobs.
- 2.17 Buckinghamshire has clear strengths as a domestic, day-visitor destination which represented 93 per cent of total visits in 2019. There is still however scope to reach our potential with other markets, such as overnight stays which only represent 7 per cent of total visits while contributing to around 34 per cent of total expenditure.
- 2.18 The visitor economy is worth circa £900 million to Buckinghamshire, providing between 11,000 and 13,000 jobs, many of which provide good, entry-level opportunities to young people, according to [Visit Britain data](#) from 2019.
- 2.19 Day visitors dominate Buckinghamshire's visitor profile. Most visits are short with 40 per cent of day visitors staying for four hours or less.

- 2.20 An important factor in improving the average length of stay for visitor is ensuring that there is an adequate offer for overnight accommodation. Currently, there are around 1000 accommodation units in Buckinghamshire, many of which are smaller properties focused on leisure around the Chilterns. Further developing the accommodation offer would give us an opportunity to tap into the overnight visitor market.
- 2.21 In 2019, figures showed that the average spend per staying visitor in Buckinghamshire was £211.93, compared with a national average of £311.75 and a regional average of £280.18. Had expenditure per night for visitors to Buckinghamshire grown at the same 10-year rate as the rest of the South East, Buckinghamshire would have seen an additional £25.8 million in 2019. Research also estimates that, over the same period, 430 more jobs would have been created over this time.

### **Culture and heritage tourism**

- 2.22 Tourism in Buckinghamshire is built around vibrant historic creative and cultural sectors providing attractions, events and opportunities for visitors and residents to spend money in the local area. Culture and heritage tourism plays an important role in Buckinghamshire's visitor economy but a more holistic understanding of how this interacts with other aspects of the visitor economy, such as accommodation and events, is key to developing a strategy which can deliver economic growth. We have a wide-ranging and high-quality cultural offer, but we can do more to connect it.
- 2.23 Buckinghamshire's strengths in its visitor economy offer include our history and heritage, vibrant market towns, National Trust properties, children's' visitor attractions, literary connections from Milton to Dahl, TV and film locations, its sports and Paralympics legacy, our food and drink offer, arts and crafts, independent retailers, the high-quality rural landscape and travel accessibility from London and Oxford.
- 2.24 Taking the countryside as an example: the Council's county parks saw c1.4 million visitors during 2021/22, with Black Park in particular a destination venue for people from neighbouring areas; the Chilterns are quick to reach by rail or by road, with the Chiltern Way and the Chilterns Cycleway both taking in some of the finest scenery in the country; and the Chilterns Walking Festival features a host of locations, landscapes and lifestyles with hikes, guided tours and special events taking place across the Area of Outstanding Natural Beauty.
- 2.25 The larger towns throughout the county offer theatres, galleries and museums, with a range of arts, crafts and studios open to the public. There are also a great range of summer festivals including Penn Fest music festival, events at Waddesdon, and the WhizzFizzFest children's arts and literary festival.

- 2.26 Screen tourism is also important in Buckinghamshire as the most filmed county in England, as is anticipated to develop alongside the continuing growth in the sector and the expansion of studio facilities in and around the county. The newly established Buckinghamshire Film Office will support the county to maximise the economic and social benefits of filming.
- 2.27 Buckinghamshire Culture (the county's Cultural Partnership) highlight within the Cultural Strategy the potential for further development of Buckinghamshire as a recognised destination for leisure, heritage and arts – setting out the importance of a cohesive plan based on a shared narrative and stronger sector networks which encourage knowledge exchange and shared approaches to programming and marketing; and the opportunities to develop innovative, accessible and sustainable cultural activities which more effectively attract visitors. The partnership's Open Weekend initiative, now in its second year, is a good example of collaboration to showcase the range and breadth of creative events, activities and initiatives taking place across the county and collectively amplify their reach.
- 2.28 The contribution made by Buckinghamshire's culture and heritage assets to the broader visitor economy means the development of a more joined-up approach can be a considerable opportunity for the strengthening of places and creation of economic growth in the county.

### **3. Other options considered**

- 3.1 While we could continue with our existing approach, this would make it difficult to deliver a coordinated and strategic approach to the visitor economy which is why a Visitor Economy Strategy can provide more longer term and considered approach to this agenda.

### **4. Legal and financial implications**

- 4.1 There are no legal or financial implications at this stage.

### **5. Corporate implications**

- 5.1 The development of a more strategic approach to supporting Buckinghamshire's visitor economy will contribute to the Corporate Plan priority 'Increasing Prosperity'.

### **6. Local councillors & community boards consultation & views**

- 6.1 No further consultation is needed at this stage.



## **7. Communication, engagement & further consultation**

- 7.1 The Culture, Sports and Leisure Service has been consulted in advance of the writing of this report. Buckinghamshire Business First, Visit Buckinghamshire and Buckinghamshire Culture have also been consulted. Further engagement will take place once scoping for a Visitor Economy Strategy gets underway.

## **8. Next steps and review**

- 8.1 The Council will deliver an ambitious strategy for Buckinghamshire's visitor economy, bringing together key partners and stakeholders from the tourism sector, with a view to outlining a clear vision for how the visitor economy should look and how we can deliver it for 2030.
- 8.2 The strategy will set out our post-pandemic operating context, key objectives for the coming period and key partners to drive delivery and support to the visitor economy as a whole.
- 8.3 The Economic Growth & Regeneration service area is uniquely placed to drive the Council's visitor economy work given its direct engagement with businesses, many of which deliver services in the visitor economy. The Service's existing relationships with the key stakeholders outlined previously also mean it would be able to more immediately deliver support to Buckinghamshire businesses in the tourism sector alongside other partners.
- 8.4 The Culture, Sport and Leisure Service will continue its partnership work with Buckinghamshire Culture to support the delivery of the Cultural Strategy action plan and alignment with the emerging visitor economy piece.

## **9. Background papers**

- 9.1 Visit Britain (2019), *Destination-specific Research*.  
<https://www.visitbritain.org/destination-specific-research>

## **10. Your questions and views (for key decisions)**

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# Visitor Economy Briefing

13<sup>th</sup> July 2022

# Philippa Batting

**Managing Director**

Buckinghamshire Business First



YOUR LOCAL  
GROWTH HUB



**European Union**  
European Regional  
Development Fund



HM Government

# The Bucks Visitor Economy in numbers

9% of Bucks workforce in the visitor economy, 2020 (10% England)

+10% growth 2015-2020 (+1% England)

Majority in Beaconsfield Constituency (31%)



7% of Bucks businesses in the visitor economy, 2021 (9% England)

Majority in Beaconsfield Constituency (26%)

£1.2 billion contribution to Bucks GVA, 2019

Approx. 9.8% of Bucks' total GVA (10% England)

Higher proportion compared to neighbouring LEP areas (Herts 9.5%; Oxon 9.2%; Berks 7.4%)

# Top 10 Visitor Attractions in Bucks

Top visitor attractions (2018)

Attraction	Type	Visitors
Cliveden	Historic Properties	495,464
Waddesdon Manor	Historic Properties	471,890
Stowe Landscape Gardens	Gardens	220,545
Stowe	Historic Properties	208,644
Hughenden Manor	Historic Properties	148,264
Roald Dahl Museum and Story Centre	Museums & Art Galleries	60,000
Chiltern Open Air Museum	Museums & Art Galleries	53,833
Milton Keynes Museum	Museums & Art Galleries	52,955
Claydon House	Historic Properties	24,423
West Wycombe Park	Historic Properties	20,863
The Trenchard Museum	Museums & Art Galleries	10,250



# The Bucks Visitor Economy – Current Issues

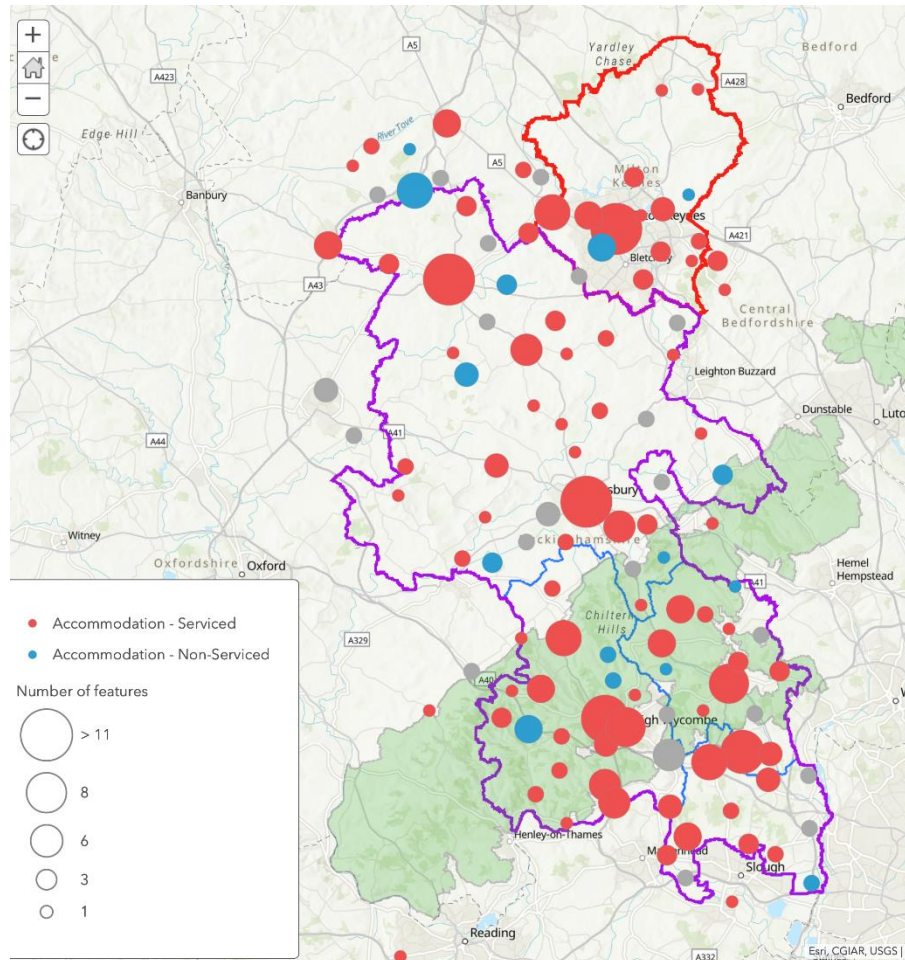
- Staff recruitment challenges remain and are still significant
- Businesses opting to close on certain days of the week, especially for pubs and hotels
- Uncertainty ahead as:
  - Cost of living increases are impacting household budgets
    - Fewer holidays however households may opt for staycations
  - VAT rate return to pre pandemic level
  - Businesses starting to feel the effects of fuel & energy price increases
  - Repayment of Covid loans

# Benefits to the County of a vibrant visitor economy

- Tourism has a significant social as well as its economic value.
- Tourist attractions can also be enjoyed by residents so that the impact on the quality of life of residents exceeds the measured economic benefits.
- Investment in existing assets assists in conservation and environmental protection as well as providing a financial return.
- Cultural organisations such as museums, are a prominent part of the tourism product, but also play an important role in the local community by promoting education and lifelong learning.
- The sector provides a wide range of types of employment that can be assessed by atypical workers, minorities and others on the periphery of the labour force. The sector often provides a route into employment for people otherwise excluded.
- Tourism provides opportunities for volunteering, thereby promoting community engagement while improving routes to employment.
- Culturally focussed events can be particularly effective generators of social as well as economic benefit, especially when they are embraced by local creative and visitor organisations.



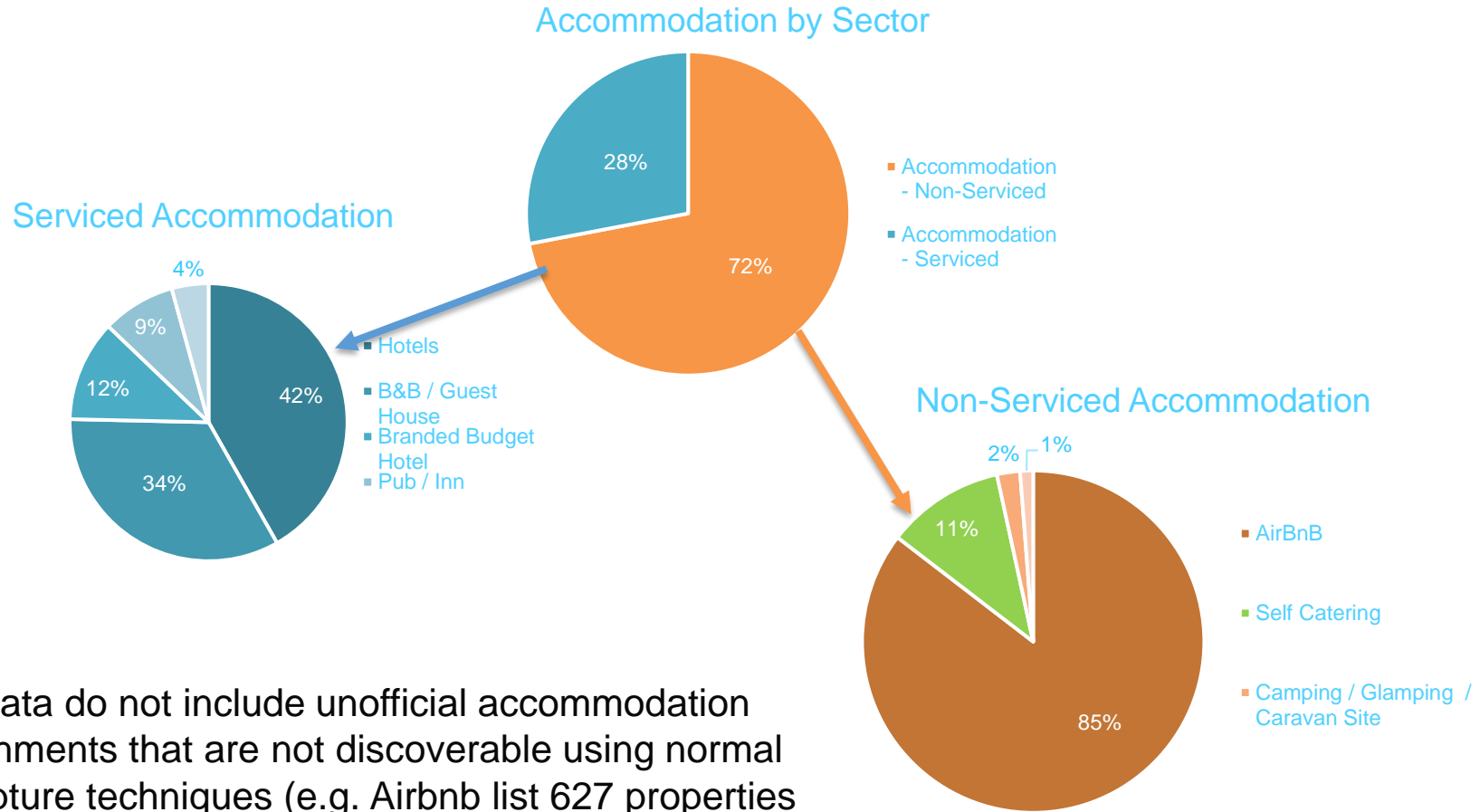
# Accommodation supply: location



- There are some 1,000 accommodation units in the County.
- Visitor accommodation is clustered to the north and south of the county.
- Mostly focussed on leisure around the Chilterns; mostly business focussed around Milton Keynes, Aylesbury and High Wycombe.

*NB – The Non-Serviced sector (e.g. self-catering properties) is under-represented on this map due to the exclusion of Air BnB data.*

# Accommodation capacity



These data do not include unofficial accommodation establishments that are not discoverable using normal data capture techniques (e.g. Airbnb list 627 properties on their web site).

# Serviced Accommodation Providers

- Visit England accommodation occupancy data shows that the proportion of serviced accommodation is broadly in line with the average for neighbouring counties of Herts and Berks
- Most serviced accommodation providers in Buckinghamshire are small and independently owned.
- Serviced accommodation providers are smaller with Bucks having 51%, 50% and 86% respectively of the bed capacity reported for Berks, Oxon and Herts.
- Some parts of the County would benefit from a more supportive hospitality offering especially in terms of branded / business hotels.

# Tourism and employment

- ONS data indicate there are a total of 24,839 jobs in the sectors they define as tourism. However, these businesses also serve the needs of local residents and the data do not identify how many depend on expenditure by tourists so it overstates the case.
- Based on data from different sources, it is estimated that expenditure by tourists directly generates 11,000 to 13,000 FTE jobs, depending on the methodology and source of the underlying data
- The tourism intensity of employment is 9.3% (lower than the UK average of 11.3%, but higher than Milton Keynes at 8.8%)
- A relatively high proportion of tourism jobs in Bucks are part-time.

# Indirect impact of tourism

- Expenditure by tourism stimulates additional activity and employment as tourism businesses purchase inputs from providers and employees spend earnings in the local economy.
- While data is limited, it is estimated that tourism indirectly supports an additional 3,854 jobs in the county.
- Every 10 additional tourism jobs that are created by growing the sector will indirectly lead to a further 3.7 jobs being supported elsewhere in the economy.

# Economic summary of the tourism sector

**Buckinghamshire Tourism by Type of Visitor**

	Number of visits		Expenditure	
	000s	% of total	£ million	% of total
<b>Inbound</b>	360	1.7%	152	16.9%
<b>Domestic Overnight</b>	1,098	5.3%	157	17.4%
<b>Day Visits</b>	19,229	93.0%	592*	65.7%
<b>Total</b>	20,687		901	

- The tourism economy is worth circa £900 million to Buckinghamshire and supports 11,000 to 13,000 jobs, many of which provide good entry level opportunities for young people.

However, the tourism economy in the County is underperforming comparator areas.

- Greater opportunities to attract day and stay visitors to spend within the economy are required. There are also few facilities with sufficient capacity to host substantial events or support the development of key business activities around film, motorsports and medtech.
- A lack of focus on providing links from key transport hubs to visitor facilities has limited opportunities to extend day trip spend (especially for those using train services from the London).
- To date the relevance of the day visit market has been under-valued as an opportunity to grow tourism as has the importance that these visitors bring in employment opportunities across the county.

# Tourism Update & Support Available

**Lucy Dowson**

**Tourism Development Manager**  
Visit Buckinghamshire

# DMO

- DMO's are a UK wide mechanism for supporting Tourism & Hospitality businesses. In Buckinghamshire our DMO is Visit Buckinghamshire.
- All DMO's struggle to be sustainable / survive. Some are supported by local authorities with core funding , others survive hand to mouth trying to encourage T&H businesses to take listings
- A Destination Marketing Organisation (DMO), supports the promotion of a geography and its key constituents: accommodations, restaurants, attractions, events, transportation, guided tours and any other retailers catering to travellers in some shape or form.



# Welcome to Buckinghamshire

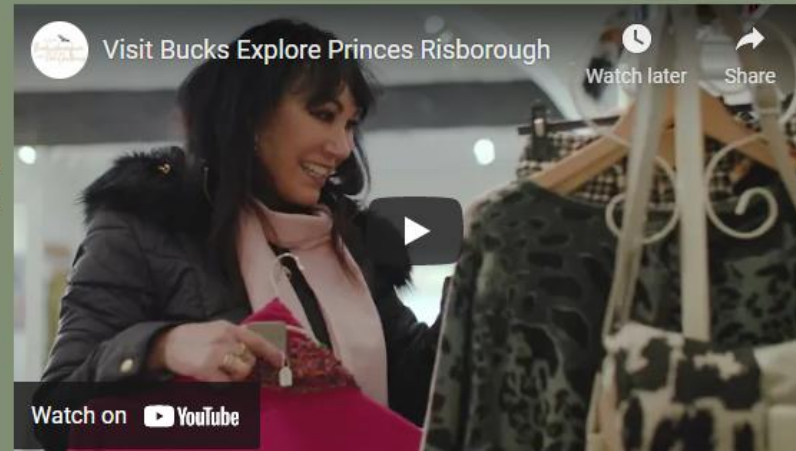
# WelcomeBackBucks #LoveWhereYouLive  
#SupportLocal #DoorstepDiscoveries

**Bluebells galore! »**

## Beautiful Buckinghamshire

If you're a local looking for what's on, a day tripper wanting a change of scene or from further afield and seeking a longer escape, then please dive in to the pages of our website. Please enjoy the stunning scenery and support our fabulous restaurants, pubs and cafes, our attractions, such as museums, animal parks and historic homes, our hotels and B&Bs.

As always, we'll be sharing some stunning imagery on Instagram and bringing you information, entertainment and inspiration on Twitter and Facebook as we #WelcomeBackBucks.



# An overview of Visit Buckinghamshire





# Here to promote and support the Visitor Economy



**National Trust**



**Literary Heroes**



**Historical Highlights**



**Landscape**



**Arts & Culture**



**Spectacular Sports**



**Film & TV**



**Food & Drink**

# Credentials

The Visit Buckinghamshire and The Chilterns website has **30,000** visitors a month!



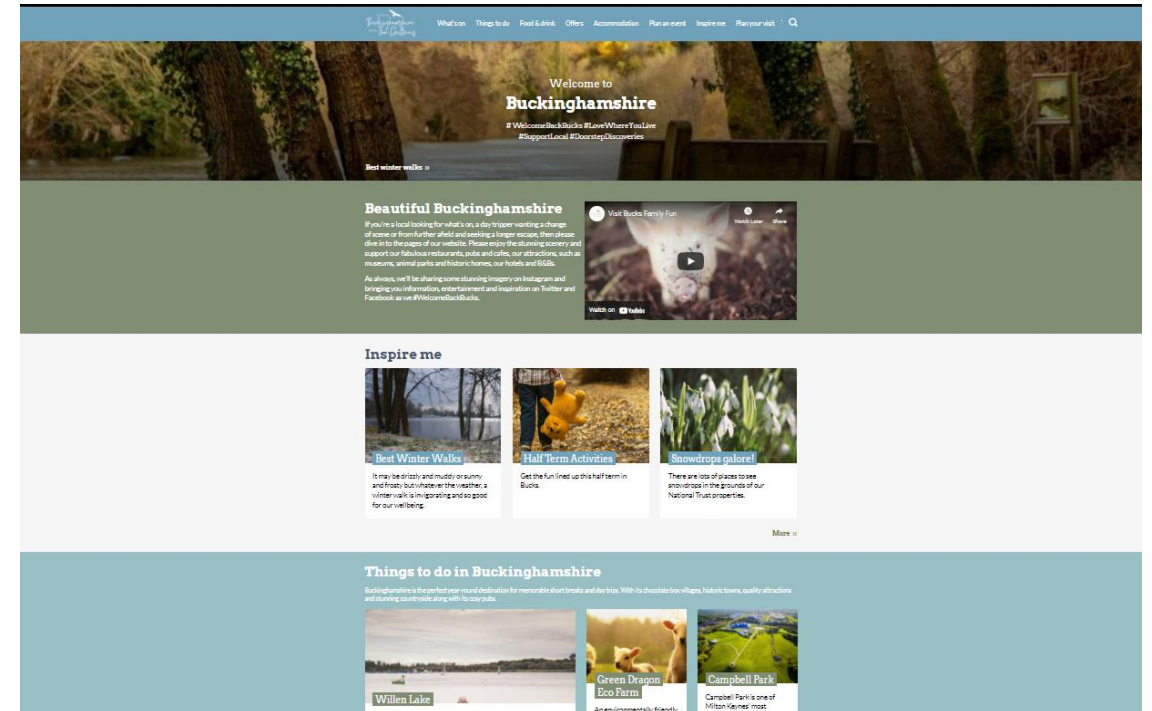
Over **30,000** visits per month to VisitBuckinghamshire.org



Reach of **6,200** Facebook, **5,880** Twitter and **5,730** Instagram fans



Partnership of over **300** tourism businesses



If you are a tourism business and are not listed, you're missing out!



# The Team



**Lucy Dowson**

Tourism Development Manager

[lucy.dowson@visitbuckinghamshire.org](mailto:lucy.dowson@visitbuckinghamshire.org)

01494 927151



**Nicola Richardson**

Sales & Marketing Coordinator

[nicola@visitbuckinghamshire.org](mailto:nicola@visitbuckinghamshire.org)

01296 328084

Get involved we'd love to discuss how we can work together!



VISIT  
*Buckinghamshire*  
**boost**

A new programme designed to accelerate tourism, hospitality, and leisure businesses and the wider visitor economy in Buckinghamshire.

Page 38  
Boost your  
business...

Don't miss out on this fully-funded, easy-to-access support.

£250  
vouchers  
are available to  
implement new  
initiatives!



HM Government



Buckinghamshire  
Council



YOUR LOCAL  
GROWTH HUB



# boost green credentials

Destinations that demonstrate their green credentials are increasingly popular.

Get your business on the journey to NetZero and develop a USP that makes you stand out.

Our partners at Climate Essentials will help you to:

- Measure your baseline emissions
- Gain access to a bespoke carbon calculator
- Set actionable carbon reduction pledges
- Develop a decarbonisation plan
- Demystify climate jargon



# boost **accessibility**

Open your business up to as many customers as possible.

Reflecting Buckinghamshire's status as the birthplace of the Paralympics.

Improve your business's accessibility with 1-1 support and advice from a BuDS business access adviser. Keep up to date with our online library of resources, hints, and tips sharing best practices, and access free training for your teams to help make customers with access needs feel welcome and comfortable when visiting your business.





# boost *digital skills*

Revolutionise your digital marketing with industry experts, People1st.

## Who can attend these workshops?

Free to business owners and employees of tourism, hospitality or leisure businesses and the wider visitor economy in Buckinghamshire. There is no limit to the number of people from your organisation who can take advantage.

Book your places online at [bbf.uk.com/boost-digital-marketing](http://bbf.uk.com/boost-digital-marketing)



# boost your workforce

Don't miss this opportunity to meet your workforce of the future!

## Speed Networking in partnership with Bucks College Group.

Speed networking event introducing employers to students coming to the end of their studies on courses related to your sector. Employers are able to tell students about their business and how they could get involved – plenty of opportunity to meet a future employee!

Look out for more details on this event at [bbf.uk.com/boost](http://bbf.uk.com/boost)



HM Government



Buckinghamshire  
Council



YOUR LOCAL  
GROWTH HUB



# boost growth

Tap into future trends with products and innovations that support year-round cashflow and increase visitor numbers.

Learn how to innovate and diversify, create experience-led products and authentic stories.

Our advisers will work with you to develop an action plan for your business and plug you into resources that will help your business grow and diversify. Join our workshop series:

- Developing bookable products
- Introduction to experiential tourism
- Taking England to the world
- Experience tourism development



# Q & A



# Buckinghamshire Culture & the Cultural Strategy

Bill Morris, Co-Chair Buckinghamshire Culture





# Contents

1. Buckinghamshire Culture and the Cultural Strategy
2. Cultural Strengths & the Visitor Economy
3. Current Priorities & Opportunities
4. Next Steps



## From Strategy to Partnership

Cultural Strategy developed by Buckinghamshire Council

Identified challenges & opportunities for creativity and culture to thrive

Cultural Partnership developed in response

Buckinghamshire Culture registered as a charity in October 2021

Now have Board of Trustees & 2 staff members driving delivery.

# Cultural Strategy & Visitor Economy

- 1. Literary Heritage** – John Milton, Roald Dahl, Enid Blyton, Terry Pratchett, Mary & Percy Shelley, Thomas Gray → Stories and Storytelling – inspiration for an inclusive county-wide festival to attract visitors from Bucks and beyond
- 2. Sports Heritage** – Stoke Mandeville & Ludwig Guttman, National Paralympic Heritage Trust, Silverstone, Dorney Lake, Wycombe Wanderers → Paralympic and sporting heritage and the development of truly accessible venues and attractions.
- 3. Places of Historical & Cultural Interest** – Waddesdon & other National Trust properties, Discover Bucks Museum, Queens Park Arts Centre, Garsington Opera, festivals → Our stunning heritage, stately homes and natural landscapes that encourage people to visit, looking at new ways to engage – through arts and creativity, joint programmes & campaigns, trails, itineraries, games!
- 4. Areas of Outstanding Natural Beauty** – The Chilterns offer The Chiltern Way, Chilterns Cycleway & environmental heritage → Making the most of our incredibly film-able county – developing opportunities to capitalise & benefit from the work created here for screen.
- 5. Cultural & Creative Economy** – Pinewood Studios, National Film and Television School, digital, artists & makers, Bucks College Group, Bucks New University, University of Buckingham →



### **Storytelling Festival**

Lockdown Stories, Summer of Stories, Open Weekend 21.  
Towards development of major, county-wide, future Festival. Next steps in discussion.

### **Town and Village Centres**

Keen to see creative and cultural use of civic/public spaces, high streets etc – looking at engaging people with culture in unusual spaces/ways. Opps to collaborate.

### **Open Weekend**

Opportunity to be part of a county-wide celebration of creativity and culture that is centrally promoted – opps to engage communities. 2022 theme: trees and green.

### **Bucks in 100 Objects**

In development – share local stories and heritage through a county-wide campaign to celebrate what is special/unique about Bucks. Trails, itineraries, campaign to drive tourism.

### **Sector Support**

Offering connection & networking opportunities to develop collaboration. Advice and support to develop projects & funding bids, leveraging investment.

### **Under-Represented Communities**

Potential to engage and support social issues for disadvantaged/under-engaged communities to support levelling up.

# Opportunities to Build On



# Cross-Pollinating Strategies

Plenty of links in Buckinghamshire Cultural Strategy to tourism and visitor economy

Buckinghamshire Culture all about partnership and collaboration

Scope to build on existing work or develop new projects / opportunities

Need Strategies to cross-pollinate – to drive collaboration & funding

Let's keep talking & developing ideas.





Thank you! Any questions?

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**Growth, Infrastructure and Housing Select Committee** (Chairman: David Carroll, Scrutiny officer: Kelly Sutherland)

Date	Topic	Description & Purpose	Lead Officer	Contributors
13 July 2022	Visitor Economy (Jt ctte with C&L)	A joint meeting with the Communities and Localism Select Committee looking at the Visitor Economy.  This will be an opportunity for members to gain an overview of the current offer in Buckinghamshire in terms of tourism, culture and leisure and accommodation options and discuss what the Council and partners could do to encourage more visitors and benefit from the visitor economy.	Lisa Michelson	Martin Tett, Clive Harriss, Lisa M, Sophie Payne
6 October 2022	National Model Design Code Pilot	Buckinghamshire Council was chosen as one of 16 local authorities to pilot the National Model Design Code, which has been introduced to encourage quality design and to allow some local influence over design to preserve local character. The Select Committee will receive a report on how this pilot is progressing and review any key findings.	Ed Barlow, Rebecca Hart	Peter Strachan,
	Local Plan Update	Members will receive an update on progress with the development of the Buckinghamshire Local Plan.	Darran Eggleton	Peter Strachan, Darran
	Affordable Housing (TBC)	Members will receive an update on the Council's approach to delivery of Affordable Housing, following Cabinet's adoption of an Interim Affordable Housing Position Statement in May 2022. This statement set out the Council's plans for encouraging more Affordable Housing in the county including the possibility of delivering affordable residential properties on Council owned sites.	Nigel Dicker	John Chilver, Peter Strachan?, Nigel Dicker
1 December 2022	Local Plan Update	Members will receive an update on progress with the development of the Buckinghamshire Local Plan.	Darran Eggleton	Peter Strachan, Darran

	Member Engagement in Planning – 6-month progress update	The Select Committee will review the progress of work on implementation of the 6 recommendations made in the Member Engagement in Planning review which was presented to Cabinet on 1 <sup>st</sup> March 2022.	Steve Bambrick/Chrissy Urry	Peter Strachan, Steve Bambrick
	Regeneration Framework Update (TBC)	An opportunity for members to be updated on progress with the Regeneration Framework.	Lisa Michelson	
	Aylesbury Garden Town (TBC)	The Select Committee will receive an update on progress with Aylesbury Garden Town.	Lisa Michelson	
16 February 2023	Local Plan, LTP and Infrastructure Plan – How do these crucial plans link together? **	An opportunity for members to understand and discuss the synergies between the emerging Local Plan, Local Transport Plan and Infrastructure Plan.	Steve Bambrick, Darran Eggleton, Richard Lumley,	Peter Strachan, Steve Broadbent, Martin Tett?
	Planning Enforcement Plan review and update	The Select Committee will review the effectiveness of the Planning Enforcement Plan in light of an up to date performance report.	Darran Eggleton	Gary Hall, Darran
6 April 2023	Member Engagement in Planning – 12-month progress update	The Select Committee will review the progress of work on implementation of the 6 recommendations made in the Member Engagement in Planning review which was presented to Cabinet on 1 <sup>st</sup> March 2022.	Steve Bambrick/Chrissy Urry	Peter Strachan

**Communities and Localism Select Committee** (Chairman: Mimi Harker, Scrutiny officer: Kelly Sutherland)

Date	Topic	Description and Purpose	Lead Officer	Contributors
13 July 2022	Visitor Economy	<p>A joint meeting with the Growth, Infrastructure and Housing Select Committee looking at the Visitor Economy.</p> <p>This will be an opportunity for members to gain an overview of the current offer in Buckinghamshire in terms of tourism, culture and leisure and accommodation options and discuss what the Council and partners could do to encourage more visitors and benefit from the visitor economy.</p>	Lisa Michelson/Sophie Payne	Martin Tett, Clive Harriss, Lisa M, Sophie P,
	Work Programme	For the upcoming municipal year		
5 October 2022	Library Strategy	Early engagement discussion on the developing Library Strategy	David Jones	Clive Harriss
	Update on Chiltern Lifestyles Centre	The Select Committee will receive an update on the Chiltern Lifestyles Centre after its first full year of operation.	Sophie Payne	Clive Harriss
	Support to Guests from Ukraine & Afghanistan	The Select Committee will review the support that the Council has put in place to support guests from the Ukraine & Afghanistan	Sarah Ashmead	Steve Bowles, (on leave) Arif Hussain? Sarah Ashmead
22 November 2022	HS2 (TBC)	A discussion with HS2 focussing on their engagement with communities impacted by construction and the opportunities available through their community investment funding.	Laura Leech	Steve Bowles
	Devolution	The Select Committee will receive an update on devolution of services and assets and assess how effectively the Council has delivered devolution at pace.	Matt Everitt, Tim Weetman	Steve Bowles
	Community Board Review – 6-month progress report	The Select Committee will review the progress of work on implementation of recommendations made in the Community Board review report which was presented to Cabinet on 10 <sup>th</sup> May 2022.	Roger Goodes	Steve Bowles

8 <sup>th</sup> February 2023	Violence against Women and Girls	The Select Committee will review how the Council and Partner organisations are working together to prevent violence against women and girls.	Gideon Springer	
	Film Office	Members will learn about the work of the newly established Buckinghamshire Film Office.	Ruth Bryant	Clive Harriss, Sophie P, Ruth Bryant
19 April 2023	Community Resilience Update	Members will receive an update from the Resilience Service on their work with town and parish councils to strengthen community resilience.	Vince Grey	Steve Bowles, Vince Grey, Lloyd Jeffries