

Report to: Overview Committee



Date of Meeting 21 March 2024

Document classification: Part A Public Document

Exemption applied: None

Review date for release N/A

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## Coach Tourism in East Devon – Task and Finish Forum

### Report summary:

At the Overview Committee on 18 January 2024 the committee requested that a scoping document was presented to members to set up a Task and Finish Forum to consider the details of the Motion on Notice from Council on 6 December 2023 in respect of Coach Tourism in East Devon.

A scoping document is attached at Appendix A.

### Is the proposed decision in accordance with:

Budget Yes  No

Policy Framework Yes  No

### Recommendation:

1. That the Overview Committee support the setting up of a Coach Tourism in East Devon Task and Finish Group to review the Motion on Notice.
2. To identify members from the Overview Committee (maximum 5) to serve on the Task and Finish Group.
3. To support the Scoping Document set out in Appendix A.

### Reason for recommendation:

To undertake a Task and Finish Forum review of the Motion on Notice in respect of Coach Tourism in East Devon.

Officer: Andrew Melhuish, Democratic Services Manager ([andrew.melhuish@eastdevon.gov.uk](mailto:andrew.melhuish@eastdevon.gov.uk) )

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Portfolio(s) (check which apply):

- Climate Action and Emergency Response
- Coast, Country and Environment
- Council and Corporate Co-ordination
- Communications and Democracy
- Economy
- Finance and Assets
- Strategic Planning
- Sustainable Homes and Communities
- Culture, Leisure, Sport and Tourism

**Equalities impact** Low Impact

To be assessed as part of the Task and Finish Forum's work.

## **Climate change Low Impact**

**Risk:** Low Risk; To consider as part of the Task and Finish Forum's work.

**Links to background information** N/A

**Link to [Council Plan](#)**

Priorities (check which apply)

- Better homes and communities for all
- A greener East Devon
- A resilient economy

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## **Report in full**

The Overview Committee considered the request from Council and confirmed that a Task and Finish Forum should be set up to consider the Motion on Notice. Details are set out below.

The motion was proposed by Cllr Derek Haggerty and seconded by Cllr John Heath and the following details the motion and details of the resolution.

Increasing coach passenger visitors to East Devon including Exmouth, Budleigh, Sidmouth, Beer, Seaton, Honiton, Colyton, Axminster, Ottery St Mary plus, any other town or village who wishes to take part.

Many towns and city councils in the UK are turning away coach tourism, causing a loss of £millions of group tourism income, to attractions businesses and the local economy. Covid has only just allowed things to start returning to a more normal growth in coach tourism, possibly now, coaches are one of the greenest forms of transport.

2024 onwards this EDDC council could step up again as leading first choice coach tourist area, attracting more UK and incoming tourists from all over the world into the East Devon District, already 2024 is looking buoyant for coach tourism with a predicted 30% + more visitors to the UK. East Devon stepping forward now, would attract a lot more coach tourism.

What is required for this to happen in each destination?

1. Improved signage for attractions, coach & car parking, town centres toilets. TIC.
2. Free coach parking facilities in East Devon, (not bus parking)
3. Designated drop off and pick up points for coach passengers.
4. Coach driver facilities (driver break stop, where the driver can use toilet & get snacks)
5. Meet and greet service possibly linked with TIC, towns & attractions (this could be funded by the visitor).
6. this project means everyone working together as one East Devon Team improving the tourist footfall, aimed at working for our district as voted,

As councillors working together as one EDDC team, we can improve consistently for our towns, all businesses, attractions and hotels, and all future council administrations.

This ongoing incentive would bind together all high street businesses, attractions, all types of accommodations including holiday parks, taking groups of all sizes from around the world.

EDDC could have its own coach friendly programme, working free with CPT, confederation of passenger transport. This project would reach every visiting coach and holiday operator. competing with every other holiday destination around the country, but first we must agree to step forward accepting one of the greenest forms of transportation in today's tourism marketplace, this project will grow into a consistent source of revenue for tourism in our East Devon District.

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**Financial implications:**

The initial resources required have been outlined but at this stage no additional budget request is being made. Future requests will depend on the recommendations made.

**Legal implications:**

There are no substantive legal issues to be added to the report.