

Date of Meeting 18 January 2024

Document classification: Part A Public Document

Exemption applied: None

Review date for release N/A

Work Programme - Coach Tourism in East Devon

Report summary:

To consider the resolution from Council on 6 December 2023 and whether the Overview Committee wish to carry out further investigation and set up a Task and Finish Forum to undertake the work.

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, coachers 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.

I am more than happy to work with each town to help reach our ongoing goals.

Members discussed referring the motion to the Overview Committee for further investigation and whether a Task and Finish Group should be set up. Cllr Derek Haggarty accepted the revised wording of the motion and the seconder to the motion, Cllr John Heath supported it.

Cllr Paul Arnott proposed an amendment to the motion: that the motion should be referred to the Overview Committee for further investigation and whether to set up a Task and Finish Forum to undertake that work. The amendment was seconded by Cllr Derek Haggarty.

The Council **RESOLVED** that the motion should be referred to the Overview Committee for further investigation and whether to set up a Task and Finish Forum to undertake that work.

Is the proposed decision in accordance with:

Budget Yes No

Policy Framework Yes No

Recommendation:

To consider the resolution from Council on 6 December 2023 and whether the Overview Committee wish to carry out further investigation and set up a Task and Finish Forum to undertake the work.

To identify the next steps in setting up a Task and Finish Group including a timetable for the investigations to be conducted and a date for presenting the outcomes of the Group back to the Overview Committee.

Reason for recommendation:

To respond to the resolution from Council on 6 December in respect of the motion set out above.

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

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

The Task and Finish Forum will need to assess the equality impacts during their investigations and outcomes following their work.

Climate change Low Impact

Risk: Low Risk; A full risk assessment may be required and the Task and Finish Forum will assess this as part of their investigations and any outcomes reached.

Links to background information None.

Link to [Council Plan](#)

Priorities (check which apply)

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

Financial implications:

Any financial implications will be assessed by the Task and Finish Forum during their investigations.

Legal implications:

Legal implications to be assessed by the Task and Finish Forum during their investigations.