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Authorised By	Tom Shearer
Designation	Head of Policy and Partnerships
Date	07/03/13

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Draft National Tourism Development Plan Public Consultation 2013

RESPONDENT INFORMATION FORM

Please Note this form **must** be returned with your response to ensure that we handle your response appropriately

1. Name/Organisation

Organisation Name

East Lothian Council

Title Mr Ms Mrs Miss Dr *Please tick as appropriate*

Surname

Smith

Forename

Susan

2. Postal Address

John Muir House

Haddington

Postcode EH41 3HA

Phone 01620 827174

Email smith@eastlothian.gov.uk

3. Permissions - I am responding as...

Individual

/

Group/Organisation

Please tick as appropriate

- (a) Do you agree to your response being made available to the public (on VisitScotland's corporate website, VisitScotland.org).

Please tick as appropriate

Yes No

- (b) Where confidentiality is not requested, we will make your responses available to the public on the following basis

Please tick ONE of the following boxes

Yes, make my response, name and address all available

or

Yes, make my response available, but not my name and address

or

Yes, make my response and name available, but not my address

- (c) The name and address of your organisation **will be** made available to the public (on VisitScotland's corporate website, VisitScotland.org).

Are you content for your **response** to be made available?

Please tick as appropriate

Yes No

Tourism Development Plan for Scotland

Questionnaire

We would like your views on this Plan and, in particular, your comments on opportunities which you are aware of to help stimulate growth in the visitor economy. Please review the following questions.

1.	<p>Comments on the Plan: Please briefly raise any issue(s) you may have regarding the Plan and, if relevant, propose solution(s) which you consider would remedy the issue(s). It would be helpful if you provide any text changes you would like to see in the Plan, making reference to the relevant paragraph number. You can provide your comments in a separate statement and attach it to this form if you wish.</p> <p><i>Given the importance of tourism to its local economy, East Lothian Council endorses the ethos of this plan helping deliver the infrastructure required for Scotland to compete in the global tourism market.</i></p> <p><i>Local authorities provide a range of facilities, attractions, services and infrastructure, as referenced in the Tourism Development Plan, but are not specifically mentioned in Preface, Para 2, as contributing to economic development. East Lothian Council would wish to see explicit acknowledgement of the local authority role in delivering local economic development.</i></p> <p><i>Section 3.17 refers to the role of the public sector encompassing direct investments in infrastructure but also influencing policy, encouraging industry action and facilitating the delivery of investment. East Lothian Council undertakes this role working in close partnership with the industry – for example, industry steering groups for golf, attractions, tourism, food and drink.</i></p>
2.	<p>Comments on the Spatial Framework: Do you have additional actions which will impact on growth in the visitor economy at a strategic (area wide) level, and should therefore be included in the Spatial Framework to 2020 (Table 1)? You can provide your comments in a separate statement and attach it to this form if you wish.</p> <p>In doing so, please make reference to the relevant part of the ‘Customer Journey’, set out in Chapter 2 of the Plan, that you are commenting on. It would be useful if you can provide this commentary in the following format – topic; description of the action required; reference to the overall area within which the proposal would apply (if you can attach a plan this would be helpful), as well as an outline of the benefits arising if this action is acted on (e.g. the expected increase in jobs).</p> <p><i>In relation to the spatial framework, East Lothian Council would add the dualling of the A1 from south of Dunbar that would attract and generate additional visitors. Development of the ferry terminal at Leith would also attract visitors to Edinburgh with potential additional tourism visits to East Lothian.</i></p>

<p>3.</p>	<p>Comments on Development Opportunities: The Plan is seeking to list key opportunities and actions which would help make up a local strategy for the visitor economy for each planning authority in Scotland (refer to Annex 4 of the Plan).</p> <p>Any information about additional opportunities is welcome and the following would be useful - a brief description of the project; its location (attach plan if possible), its timescale to deliver; its indicative capital value (to the nearest £100,000); the additional jobs which could be created; and any key action which is needed to secure this project. You can provide your comments in a separate statement if you wish.</p> <p><i>With reference to Annex 4 and the East Lothian section, dualling of the A1 should be added under transport improvements (detailed above). There are accommodation developments, planned and being finalised, that will help deliver requirements. The new conference facility in Musselburgh, The Brunton, has been recently completed.</i></p> <p><i>Golf tourism in East Lothian is internationally recognised and the area will be the focus of worldwide attention in July during The Open at Muirfield. Remaining competitive and capitalising on its position as Scotland's Golf Coast is the objective of the golf tourism industry partners in East Lothian.</i></p> <p><i>The Coastal Tourism Strategy and allied Coastal Tourism Partnership acknowledge the potential of the East Lothian coast for recreation. Watersports are a key component of this offer and with new developments in and around Dunbar there exists the potential to capitalise on this target market. The Year of Natural Scotland is an opportunity for wildlife-related activities and events to be supported.</i></p> <p><i>For Homecoming 2014 John Muir will be a signature theme – the centenary of this death – and a range of activities focused on his birthplace in Dunbar will take place throughout 2014 and launched over his birthday weekend, 21 April.</i></p> <p><i>The East Lothian Food & Drink Initiative is an exemplar of best practice in raising awareness of quality produce and supporting usage in hospitality and retail outlets.</i></p>
<p>4.</p>	<p>For planning authorities only: This Plan is seeking to secure substantial growth in the visitor economy up to 2020. In addition to your comments on the above questions, any comments on how the development plan process could provide support to stimulating growth in the visitor economy would be welcome. You can provide your comments in a separate statement if you wish.</p> <p><i>The draft plan acknowledges the role of the development plan in helping to secure the delivery of a national Tourism Development Plan. That said, it is then rather left to the individual planning authorities to respond as they see fit. More analysis and guidance as to the role of East Lothian in the national plan and a more detailed market assessment of what elements of the visitor economy were most likely to succeed, and should therefore be provided for in the development plan, would be helpful. Tourism is very market influenced and opportunistic, consequently it is often difficult for the development plan to anticipate what should actually be planned for by way of tourism. Clearly, the basic message should that all operators and agencies involved in tourism</i></p>

development and promotion should engage in the local development plan process from an early stage, and not assume that the planning authority can anticipate their every need. Current local plan policy is supportive of the principle of most of the potential opportunities identified for East Lothian in Annexe 4. Loss of hotels to other uses is resisted and countryside development policy supports the principle of leisure and tourism use, including golf-related development. Where specific tourism development proposals are known to the planning authority and supported then these will be safeguarded in the development plan. However, the statement that “consideration should continue to be given to supporting the ongoing development of the resort product which will attract new international markets and generate higher returns for the industry” is vague and provides little assistance as to how this can be translated into any meaningful planning policy and/or proposal.