



Environment & Economic Regeneration Policy & Scrutiny Panel

Briefing Paper

Report of: Steve Singleton - Economic
Development and Tourism Manager

Date: 12th October 2005

Open Item

Visitor Economy - making the most of key assets

1. Background:

- 1.1 Wyre Forest District has a varied and flourishing tourism industry offering a range of accommodation and attractions including the West Midlands Safari Park, the Severn Valley Railway and the Wyre Forest itself. Together with the existing and emerging attractions within the area's towns and villages, there are many assets that contribute to the local economy.
- 1.2 Tourism is an identified Key Priority within the Council's Corporate Plan and as such the Council has agreed to "promote the District as an attractive short break destination and provide a quality tourist information centre service with well trained and dedicated employees"

2. Current Position:

- 2.1 The area and its attractions are promoted regionally, nationally and globally through partnership working and a variety of traditional and electronic promotional material and methods. The Council's Tourist Information Centre in Bewdley (and its satellite office in Kidderminster Library) is, locally, the key information point for the provision of tourist and other related local, regional and national information and services.
- 2.2 Of local and sub regional significance is the emerging proposal to develop a Countywide Destination Marketing Partnership (DMP), a joint private/public sector structure to deliver the future tourism services throughout Worcestershire from 2007.

3. Summary

- 3.1 This scrutiny exercise proposes to examine the local provision and co ordination of the key visitor assets and attractions to ensure that they can meet and contribute towards the success of the local economy.

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