

10 March 2016

## COMMUNITY SERVICES AND LICENSING COMMITTEE

A meeting of the Community Services and Licensing Committee will be held on **THURSDAY, 24 MARCH 2016** in the Council Chamber, Ebley Mill, Ebley Wharf, Stroud at **19:00**.



David Hagg  
Chief Executive

**Please Note:** This meeting will be filmed for live or subsequent broadcast via the Council's internet site (www.stroud.gov.uk). By entering the Council Chamber you are consenting to being filmed. The whole of the meeting will be filmed except where there are confidential or exempt items, which may need to be considered in the absence of the press and public.

### AGENDA

- 1 **APOLOGIES**  
To receive apologies of absence.
- 2 **DECLARATIONS OF INTEREST**  
To receive declarations of interest.
- 3 **MINUTES - 4 FEBRUARY 2016**  
To approve and sign as a correct record the minutes of the meeting held on 4 February 2016.
- 4 **PUBLIC QUESTION TIME**  
The Chair of the Committee will answer any questions from members of the public, submitted in accordance with the Council's procedures.

**DEADLINE FOR RECEIPT OF QUESTIONS**  
Noon on Monday 21 March 2016.

Questions must be submitted in writing to the Chief Executive, Democratic Services, Ebley Mill, Ebley Wharf, Stroud, and sent by post, by fax (01453 754957), or by Email: [democratic.services@stroud.gov.uk](mailto:democratic.services@stroud.gov.uk).

- 5        **GROWING THE VISITOR ECONOMY - TOURISM IN THE STROUD DISTRICT**  
To receive a report on tourism promotion activity taking place in the district.
- 6        **HEALTH AND WELLBEING PLAN UPDATE**  
To receive a presentation by Jon Beckett, Head of Environmental Health and Emma Keating Clark, Health and Wellbeing Development Co-ordinator.
- 7        **TASK AND FINISH GROUP UPDATE ON YOUTH STRATEGY 2017-2020**  
To receive a verbal update from Cllr Robinson and Steve Miles, Senior Youth Officer (Hear by Right).
- 8        **PERFORMANCE MONITORING**  
To receive an update on Performance Monitoring.
- 9        **MEMBERS' QUESTIONS**  
See Agenda Item 4 for deadline for submission.

#### **Members of Community Services and Licensing Committee**

Councillor Chris Brine (Chair)	Councillor Elizabeth Peters
Councillor Jonathan Edmunds (Vice-Chair)	Councillor Gary Powell
Councillor June Cordwell	Councillor Nigel Prenter
Councillor Stephen Davies	Councillor Steve Robinson
Councillor Julie Job	Councillor Chas Townley
Councillor John Jones	Councillor Penny Wride
Councillor Russell Miles	

## COMMUNITY SERVICES AND LICENSING COMMITTEE

4 February 2016

7.00 pm – 8.28 pm

Council Chamber, Ebley Mill, Stroud

# 3

### Minutes

#### Membership

Councillor Chris Brine (Chair)	P	Councillor Elizabeth Peters	P
Councillor Jonathan Edmunds (Vice-Chair)	P	Councillor Gary Powell	P
Councillor June Cordwell	P	Councillor Nigel Prenter	P
Councillor Stephen Davies	A	Councillor Stephen Robinson	P
Councillor Julie Job	A	Councillor Chas Townley	P
Councillor John Jones	P	Councillor Penny Wride	P
Councillor Russell Miles	A		

P = Present    A = Absent

#### Other Councillors Present

Councillor Keith Pearson

#### Officers Present

Strategic Head of Customer Services  
 Democratic Services Officer

Accountancy Manager

#### CSLC.033

#### APOLOGIES

Apologies for absence were received from Councillors Stephen Davies, Julie Job and Russell Miles.

#### CSLC.034

#### DECLARATIONS OF INTEREST

There were none.

#### CSLC.035

#### MINUTES

#### **RESOLVED**

**That the Minutes of the Meeting held on 10 December 2015 are confirmed and signed as a correct record.**

#### CSLC.036

#### PUBLIC QUESTION TIME

None received

**CSLC.037****WORK PROGRAMME 2015/16**

The Committee updated the work programme for 2015/16. The following additional Item was agreed;

24 March 2016 – Cotswold Tourism Board Update

Discussion took place on the possibility of a Housing Summit to take place in March/April 2016 to include Homelessness.

**RESOLVED To update and add the above to the work programme.**

**CSLC.038****BUDGET MONITORING REPORT 2015/16 (Q3)**

The Accountancy Manager presented the report, explaining that this would be the last budget report of the financial year. The report focussed on the key variations.

During questions from Members the following issues were discussed:

- Youth Service funding
- Garden Assistance Scheme
- Discretionary Housing payments
- Neighbourhood Wardens
- Abandoned Vehicles

**RESOLVED To note the outturn forecast for the General Fund Revenue and the Capital programme for 2015/16.**

**CSLC.039****PERFORMANCE MONITORING**

Councillor John Jones gave an update on projects:

- Risk Management of projects
- Dursley Pool fitness extension
- Museum and Walled garden project
- Pay and display machines
- Neighbour warden restructure

**RESOLVED To note the update.**

**CSLC.040****MEMBERS' QUESTIONS**

Councillor John Jones asked the following questions of Councillor Chris Brine, Chair of Community Services and Licensing Committee:

**Question 1**

1. In view of the comments made by a prominent member of the ruling Alliance at this Council to the local media recently, concerning this Council's possible sale of some of its assets in the future to make ends meet, would you agree that these comments would have been better made at a meeting of this Committee,

which has first responsibility for ensuring the viability of the assets mentioned, or better still, that the comments were not made at all?

### Answer

There is no decision being considered to sell some of the council assets. Any proposals to sell assets would have to follow a process and the decision would be taken by members through the committee system and Council.

### Supplementary Question

Would you agree that the comments should not have been made at all, as the Councillor in question did not have a mandate to do this.

### Answer

Full Council would need to decide on the future of its assets.

### Question 2

We all know that difficult decisions may have to be made in the coming years through diminishing Government support, but would it not be better to look at increasing ways to address the likes of Council Tax and Business Rate evasion, and Benefit Fraud, and other known sources of failure to pay, before talking to the media?

### Answer

The council has a very good track record for maximising the collection of Council Tax and Business Rates and making sure that housing benefit fraud is detected and dealt with. For Council Tax we were ranked 14<sup>th</sup> best in the England in 2014/15 collecting 99.04%. But we are not complacent and continuously work hard to proactively make sure that both residents and businesses apply for any reliefs, discounts and benefits that they are entitled to and then promptly pay what is due to the council.

Councillor Chas Townley asked the following questions of Councillor Chris Brine, Chair of Community Services and Licensing Committee:

### Question 1

Discretionary Housing Payments

Based on current estimates what is projected 15/16 expenditure and numbers of claimants assisted by Discretionary Housing Payments split by reason:-

- A) Benefit Cap
  - B) Bedroom Tax/Spare Room Subsidy
  - C) Local Housing Allowance
  - D) Combination of welfare reforms
  - E) Award not for welfare reforms
- And total

### Answer

In 2015/16 we have spent £52,724 to date against a budget of £90,077. We are unable to quantify the projected year end spend as it is driven by demand.

No. of claims to date

- |                                     |    |
|-------------------------------------|----|
| A) Benefit Cap -                    | 3  |
| B) Bedroom Tax/Spare Room Subsidy - | 77 |
| C) Local Housing Allowance -        | 10 |

D) Combination of welfare reforms	<b>23</b>
E) Award not for welfare reforms (1 risk of violence, 7 non-dep deductions)	<b>8</b>
And total	<b>121</b>

**Question 2**

Of the claims made so far 2015/16 (by reason as in 1 above) have been:

- A) Received
  - B) paid in full
  - C) partially paid
  - D) refused
- And total

**Answer**

Of the claims made so far 2015/16 (by reason as in 1 above) have been:

A) Received	<b>150</b>
B) paid in full	<b>121</b>
C) partially paid	<b>0</b>
D) refused	<b>29</b>
And total	<b>150</b>

The Meeting Closed at 8.28 pm.

**Chair**

**STROUD DISTRICT COUNCIL**  
**COMMUNITY SERVICES AND LICENSING**  
**COMMITTEE**

**AGENDA**  
**ITEM NO**

**5**

**24 MARCH 2016**

<b>Report Title</b>	<b>Growing the Visitor Economy - Tourism in the Stroud District</b>
<b>Purpose of Report</b>	To report on tourism promotion activity taking place in the district, and seek approval for Council tourism officers to work with the emerging Cotswolds Tourism partnership.
<b>Decision(s)</b>	<b>To RESOLVE to approve the working arrangements as set out in the report below, including involvement in the Cotswolds Tourism Partnership.</b>
<b>Consultation and Feedback</b>	A series of consultation events have taken place with tourism-related businesses across the Cotswolds
<b>Financial Implications and Risk Assessment</b>	There are no direct financial implications arising from this report. Adele Rudkin Accountant Tel: 01453 754109 Email: <a href="mailto:adele.rudkin@stroud.gov.uk">adele.rudkin@stroud.gov.uk</a>
<b>Legal Implications</b>	No direct legal implications. Karen Trickey, Legal Services Manager Tel: 01453 754369 Email: <a href="mailto:karen.trickey@stroud.gov.uk">karen.trickey@stroud.gov.uk</a>
<b>Report Author</b>	Pippa Stroud, Policy Implementation Manager for Planning, Housing and Regeneration  Tel: 01453 754099 Email: <a href="mailto:pippa.stroud@stroud.gov.uk">pippa.stroud@stroud.gov.uk</a>
<b>Options</b>	The District Council tourism officer post could work on a stand alone basis, but would have limited capacity to promote the area on a national and international basis.
<b>Performance Management Follow Up</b>	Formal governance and review procedures will be agreed with the emerging new tourism partnership.
<b>Background Papers/ Appendices</b>	Appendix A – Economic Impact report Appendix B – PR Coverage Report

## Overview

1. Tourism not only directly supports the local economy, it also helps to raise the district's profile. It showcases our towns and villages, can lead to new business creation through enterprise and inward investment, improves business confidence, and contributes to a sense of shared community. Increasing the use of under-utilised employment sites in the canal corridor and the rest of the district increases the physical attractiveness of the area, thus creating a virtuous circle of visitor numbers and vibrant businesses.
2. The most recent business rate figures for the Stroud District show that £18,870,666 of income to the Council is generated through the service sector (which includes campsites and hotels as well as licensed premises, markets, restaurants, shops, museums, clubs and community and sports facilities). This represents 28% of the total revenue for the district. (VOA, Statistical Analysis of Numbers and Rateable Values of all Hereditaments, November 2015).
3. The district of Stroud is an important area for tourism. The most recent Economic Impact of Gloucestershire's Visitor Economy 2014 Study (South West Research Company, January 2016) shows tourism is worth an estimated £1 billion to the economy of Gloucestershire each year and **£144 million** to the Stroud District itself. 2.8 million visitors to the district are day visitors and together with the 0.3 million people staying overnight they generated 15% of the county's tourism spend. The 3.1 million visitors spending £144 million in the area supports an estimated 3,199 jobs.

## The Cotswolds Destination

4. Research has consistently shown that The Cotswolds is an important brand, enjoying international recognition and a reputation for quality on a par with 'Land Rover' and 'Barbour' in terms of prestige. The Stroud district inhabits a significant part of the Cotswolds AONB, along with its hinterlands which include the internationally important Severn Vale and Severn Estuary.
5. By positioning ourselves within The Cotswolds for tourism marketing purposes, the district remains an integral part of the tourism offer for the wider area and is able to take advantage of international recognition and promotion. While we do not generally regard this as an area with the traditional 'honeypot' villages of the North Cotswolds, the district has a diverse tourism offer which encompasses an impressive range of destinations, attractions and experiences.
6. At present we pay a contribution of £3,000 per annum into the tourism partnership, which helps pay for marketing campaigns and printed literature such as the attractions and gardens guides.



## **Current Position**

7. The Council has two tourism officers who undertake the 1 FTE post on a job-share basis within the Regeneration section. The Tourist Information Centre at the Subrooms in Stroud is a separate service which responds to queries from tourists, visitors and residents as well as providing accommodation booking and ticket selling services, while we invite visitors to discover the 'Undiscovered Cotswolds'.
8. Prior to 2014, Gloucestershire First LEP took the co-ordinating lead for tourism marketing in Gloucestershire, maintaining the website (Cotswolds.com), administrating membership and spearheading marketing campaigns both domestically and abroad. Tourism officers worked closely with the LEP to work jointly on marketing activity and put together publications such as the annual Visitor Guide.
9. However, in late 2013 the LEP withdrew from tourism activity at short notice, citing a loss of funds from the County Council. As a result, the districts of Stroud, Cotswold, Tewkesbury, Cheltenham took over the tourism activities of the LEP at short notice to ensure that the positioning of the Cotswolds as an important national and international destination was not lost.
10. Since that time, a new Cotswolds Tourism Partnership has begun forming, largely funded by the councils of Cotswold and West Oxfordshire but also supported by tourism officers from Stroud, Tewkesbury and Cheltenham. This Partnership is a public-private partnership with a Board consisting of private sector tourism business representatives, supported by officers. In the longer term, this Partnership intends to become a self-funded not for profit company employing its own officers and promoting the area as tourist destination in partnership with the local authorities.
11. This approach to tourism promotion is not unusual, and examples include Welcome to Yorkshire, Visit Cornwall and the Devon Tourism Partnership. Although the Board is still in the process of settling down, on balance, maintaining the Council's buy-in and involvement with a Cotswolds Tourism Partnership seems a sensible approach. Should for any reason the new Partnership fail in the short or medium term, Council tourism officers in Gloucestershire would simply continue to work in partnership to promote the area as they did when the LEP withdrew in 2013.

## **Conclusion**

12. Tourism forms a significant part of the local economy, and the Cotswolds is an internationally recognised brand. The sharing of resources to jointly market the area supports the promotion of the district as a great place to visit within the wider Cotswolds area, and the formation of a self-funding partnership could help ensure that these activities continue with less dependence on public funding in future.

# The Economic Impact of Gloucestershire's Visitor Economy 2014

## Stroud district

Produced on behalf of Stroud District Council  
By  
The South West Research Company Ltd



January 2016



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# Introduction

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This report examines the volume and value of tourism and the impact of visitor expenditure on the local economy in Stroud district and Gloucestershire county in 2014. Comparisons are also provided to other Gloucestershire districts although it should be noted that Gloucester did not participate in the project.

The figures were derived using the Cambridge Economic Impact Model undertaken by The South West Research Company (TSWRC). The model utilises information from national tourism surveys and regionally/locally based data. It distributes regional activity as measured in those surveys to local areas using 'drivers' such as the accommodation stock and occupancy which influence the distribution of tourism activity at local level.

For further information on the Cambridge Model and the terms used in this report please see Appendix 1 which accompanies this report.

For an overview of 2014, including key facts about the economy, weather and key events please see Appendix 2 of this report.



# Value of Tourism 2014

## Stroud

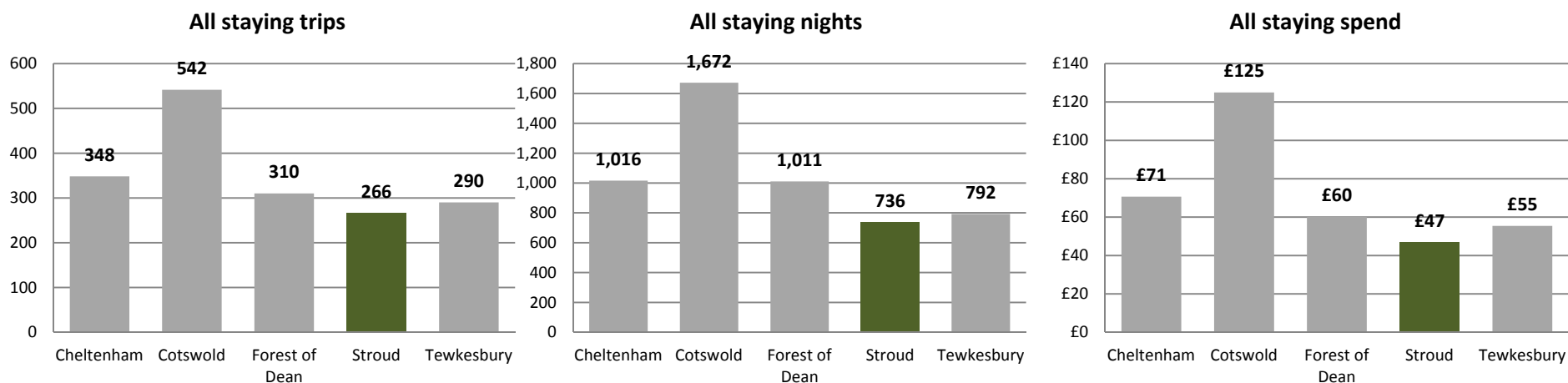
Key Facts	
265,700	Staying visitor trips
736,000	Staying visitor nights
£46,711,000	Staying visitor spend
2,789,000	Day visits
£90,817,000	Day visitor spend
£137,528,000	Direct visitor spend
£6,490,000	Other related spend
£144,018,000	TOTAL VISITOR RELATED SPEND
£184,394,000	TOTAL BUSINESS TURNOVER SUPPORTED
3,199	Estimated actual employment
2,363	FTE employment
5%	Proportion of all employment

## Stroud – Staying visits

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Information on staying visits is derived from the Great Britain Tourism Survey (GBTS) for domestic visitors and from the International Passenger Survey (IPS) for Overseas visitors. The methodology of both surveys has been stable since 2006 allowing for direct comparison between years and the analysis of trend data. Data at a county level is derived from the national surveys for trips, nights and spend but adjusted to account for local data and modelled below this level.

# Stroud - Staying visits in the county context



Area	Domestic trips (000's)	Overseas trips (000's)	Domestic nights (000's)	Overseas nights (000's)	Domestic spend (millions)	Overseas spend (millions)
Cheltenham	297	51	682	334	£50	£21
Cotswold	477	65	1,258	414	£95	£30
Forest of Dean	269	41	712	299	£41	£19
Stroud	227	39	509	227	£33	£14
Tewkesbury	248	42	557	235	£40	£16

## Stroud - Staying visits by accommodation type

Domestic tourists	Trips	Nights	Spend
Serviced	66,700	124,000	£14,257,000
Self catering	23,800	82,000	£6,750,000
Touring caravans /tents	11,100	33,000	£1,364,000
Static vans/holiday centres	0	0	£0
Group/campus	0	0	£0
Paying guest in private homes	0	0	£0
Second homes	900	4,000	£137,000
Boat moorings	0	0	£0
Other	1,900	6,000	£561,000
Staying with friends and relatives	122,200	260,000	£9,520,000
<b>Total</b>	<b>226,500</b>	<b>509,000</b>	<b>£32,590,000</b>

Overseas tourists	Trips	Nights	Spend
Serviced	13,500	36,000	£4,727,000
Self catering	900	16,000	£1,126,000
Touring caravans /tents	900	3,000	£204,000
Static vans/holiday centres	0	0	£0
Group/campus	0	0	£0
Paying guest in private homes	0	0	£0
Second homes	300	4,000	£255,000
Boat moorings	0	0	£0
Other	3,400	12,000	£827,000
Staying with friends and relatives	20,100	155,000	£6,982,000
<b>Total</b>	<b>39,200</b>	<b>227,000</b>	<b>£14,121,000</b>

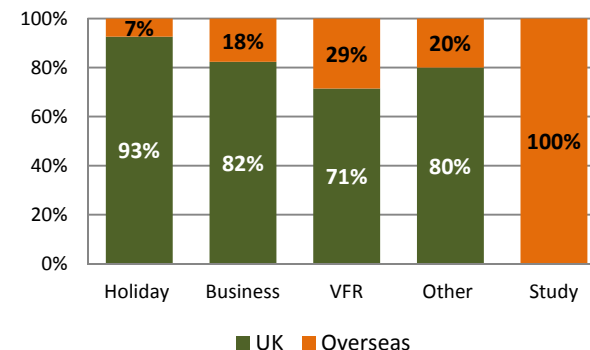


# Stroud - Staying visits by purpose

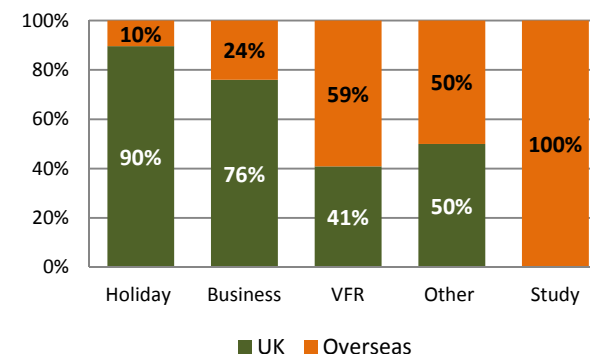
Domestic tourists	Trips	Nights	Spend
Holiday	150,000	363,000	£22,661,000
Business	28,000	57,000	£5,727,000
Visits to friends and relatives	45,000	81,000	£3,873,000
Other	4,000	7,000	£328,000
Study	0	0	£0
<b>Total</b>	<b>226,000</b>	<b>509,000</b>	<b>£32,590,000</b>

Overseas tourists	Trips	Nights	Spend
Holiday	12,000	42,000	£3,545,000
Business	6,000	18,000	£1,962,000
Visits to friends and relatives	18,000	117,000	£5,281,000
Other	1,000	7,000	£847,000
Study	1,000	44,000	£2,486,000
<b>Total</b>	<b>39,000</b>	<b>227,000</b>	<b>£14,121,000</b>

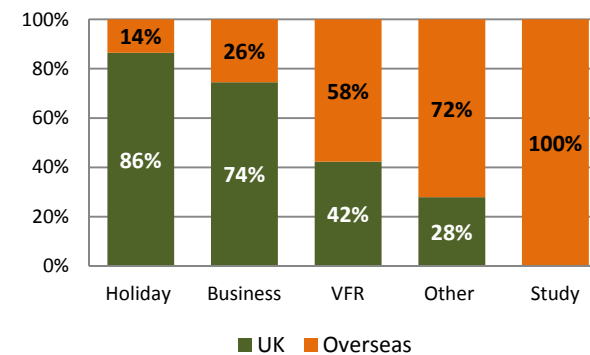
Trips



Nights



Spend



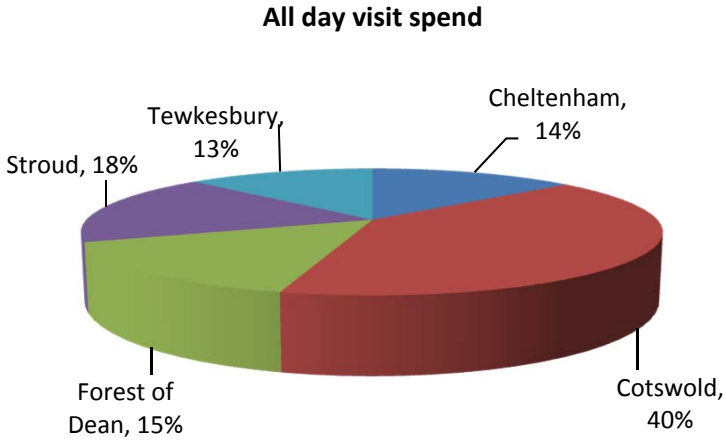
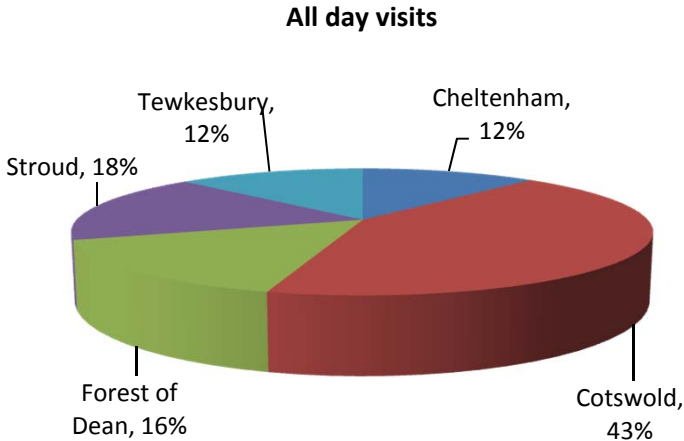
## Stroud – Day visits

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Information on day visits within this report has been derived from the 2014 Great Britain Day Visit Survey (GBDVS). The survey, which was first undertaken in 2011, provides a much needed update on day visit activity in Great Britain and generally speaking estimated greater frequencies of trip taking than the previous day visit survey (England Leisure Visits Survey 2005). As a result of the new methodology in 2011 comparisons with previous day visit estimates are not possible.

The GBDVS distinguishes between day visits to a town or city; to the seaside and coast; and to the countryside. Different drivers are used within the model to distribute these trips. Local 'drivers' such as attraction footfall, quality and size of countryside and coastline are factored into the model for this purpose.

# Stroud - Day visits in the county context

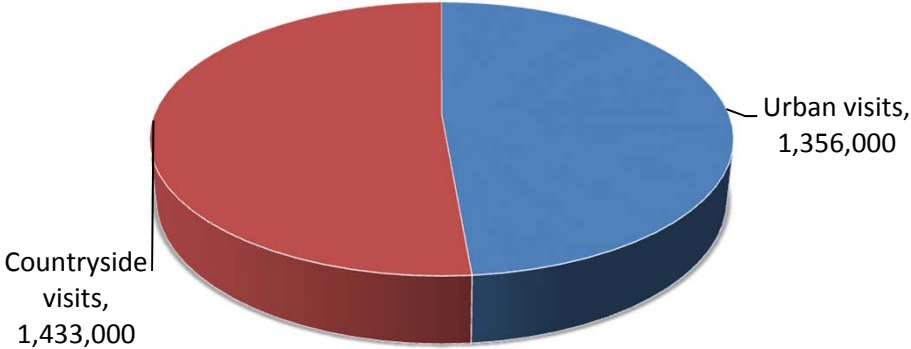


Area	Day visits	Day visit spend
Cheltenham	1.9	£69.3
Cotswold	6.8	£203.6
Forest of Dean	2.5	£76.4
Stroud	2.8	£90.8
Tewkesbury	2.0	£63.0

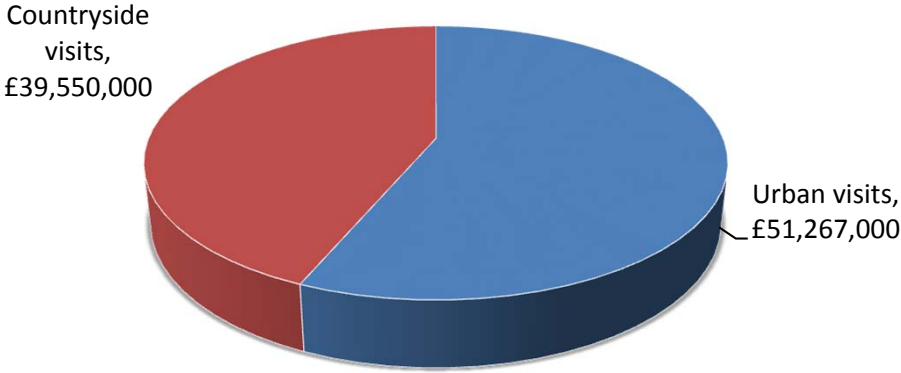
# Stroud - Day visits by location

Total day visits	Total day visit spend
2,789,000	£90,817,000

**Day visits**



**Day visit spend**



## Stroud - Direct visitor expenditure by category

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Information on the breakdown of visitor spending is available from the three main tourism and day visitor surveys by type of visitor. The Model divides the expenditure between five sectors:

- Accommodation
- Shopping for gifts, clothes and other goods
- Eating and drinking in restaurants, cafes and inns
- Entry to attractions, entertainment and hire of goods and services
- Transport and travel costs including public transport, purchase of fuel and parking

The following pages look at the breakdown of this expenditure and business turnover arising from this expenditure.

By applying the expenditure breakdown to the estimates of visitor spending the Model generates estimates of total spending by the five business sectors. Visitor expenditure in each sector represents additional turnover for businesses in those sectors. However, evidence from national studies suggests that some minor adjustments are required to match visitor spend to business turnover. In particular, some expenditure on food and drink actually takes place in inns and hotels that fall into the accommodation sector and at attractions. The turnover for each business sector has therefore been adjusted to take account of these marginal changes. More significantly, expenditure on travel costs associated with individual trips is as likely to take place at the origin of the trip as it is at the actual destination. It is therefore assumed that only 60% of total travel expenditure accrues to the destination area.

# Stroud – Direct visitor expenditure by category



## Accommodation

- UK staying visitors £11,773,000
- Overseas staying visitors £3,865,000



## Shopping

- UK staying visitors £3,976,000
- Overseas staying visitors £4,129,000
- Day visitors £30,065,000



## Food & drink

- UK staying visitors £7,483,000
- Overseas staying visitors £3,009,000
- Day visitors £37,418,000



## Attractions/entertainment

- UK staying visitors £3,360,000
- Overseas staying visitors £1,785,000
- Day visitors £12,052,000



## Travel

- UK staying visitors £5,998,000
- Overseas staying visitors £1,334,000
- Day visitors £11,283,000

## Stroud – Other visitor related expenditure by category

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Second Homes  
£223,000



Visiting friends and relatives (non-visitor spend)  
£6,267,000

- Spend on second homes estimates cover rates, maintenance, and replacement of furniture and fittings.
- Additional spending is incurred by friends and relatives as a result of people coming to stay with them.

## Stroud – Business turnover

Turnover derived from trip expenditure	Staying visitor related	Day visitor related	Total
Accommodation	£15,847,000	£748,000	£16,595,000
Retailing	£8,024,000	£29,764,000	£37,788,000
Catering	£10,177,000	£36,295,000	£46,472,000
Attractions/entertainment	£5,331,000	£12,727,000	£18,058,000
Transport	£4,399,000	£6,770,000	£11,169,000
Arising from non trip spend	£6,490,000	£0	£6,490,000
<b>Total Direct</b>	<b>£50,268,000</b>	<b>£86,304,000</b>	<b>£136,572,000</b>

\*Adjustments have been made to recognise that some spending on retail and food and drink will fall within attractions or accommodation establishments. It is assumed that 40% of travel spend will take place at the origin of the trip rather than at the destination.

Total business turnover supported by tourism activity	Staying visitor related	Day visitor related	Total
Direct	£50,268,000	£86,304,000	£136,572,000
Supplier and income induced	£20,497,000	£27,325,000	£47,822,000
<b>Total</b>	<b>£70,765,000</b>	<b>£113,629,000</b>	<b>£184,394,000</b>



## Stroud – Tourism related employment

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Having identified the value of turnover generated by visitor spending in each business sector it is possible to estimate the employment associated with that spending.

The use of visitor expenditure to generate job numbers underestimates the number of jobs arising in the attractions/entertainment sector. The underestimate arises because local authorities and voluntary bodies do not always seek to recoup the full operating costs of individual attractions or facilities from entrance charges. Therefore an additional percentage of direct employment is added to the attractions sector estimates to take account of this factor.

This section of the report looks at employment on three levels;

- **Direct Jobs** - Direct jobs are those in businesses in receipt of visitor spending. For example, jobs supported by visitor spending at a hotel would be direct jobs.
- **Indirect Jobs** - Indirect employment arises as a result of expenditure by businesses in direct receipt of visitor expenditure on the purchase of goods and services for their businesses. For example, some of the employment at a business supplying food and drink may be supported through the supplies that the business sells to hotels (or any other business in direct receipt of visitor expenditure).
- **Induced Jobs** - Induced jobs are those that are supported by the spending of wages by employees in direct and indirect jobs. Such spending will be spread across a wide range of service sectors.

Estimates are shown for actual jobs and full time equivalent jobs (FTE's).

# Stroud – Tourism related employment

## Estimated actual employment



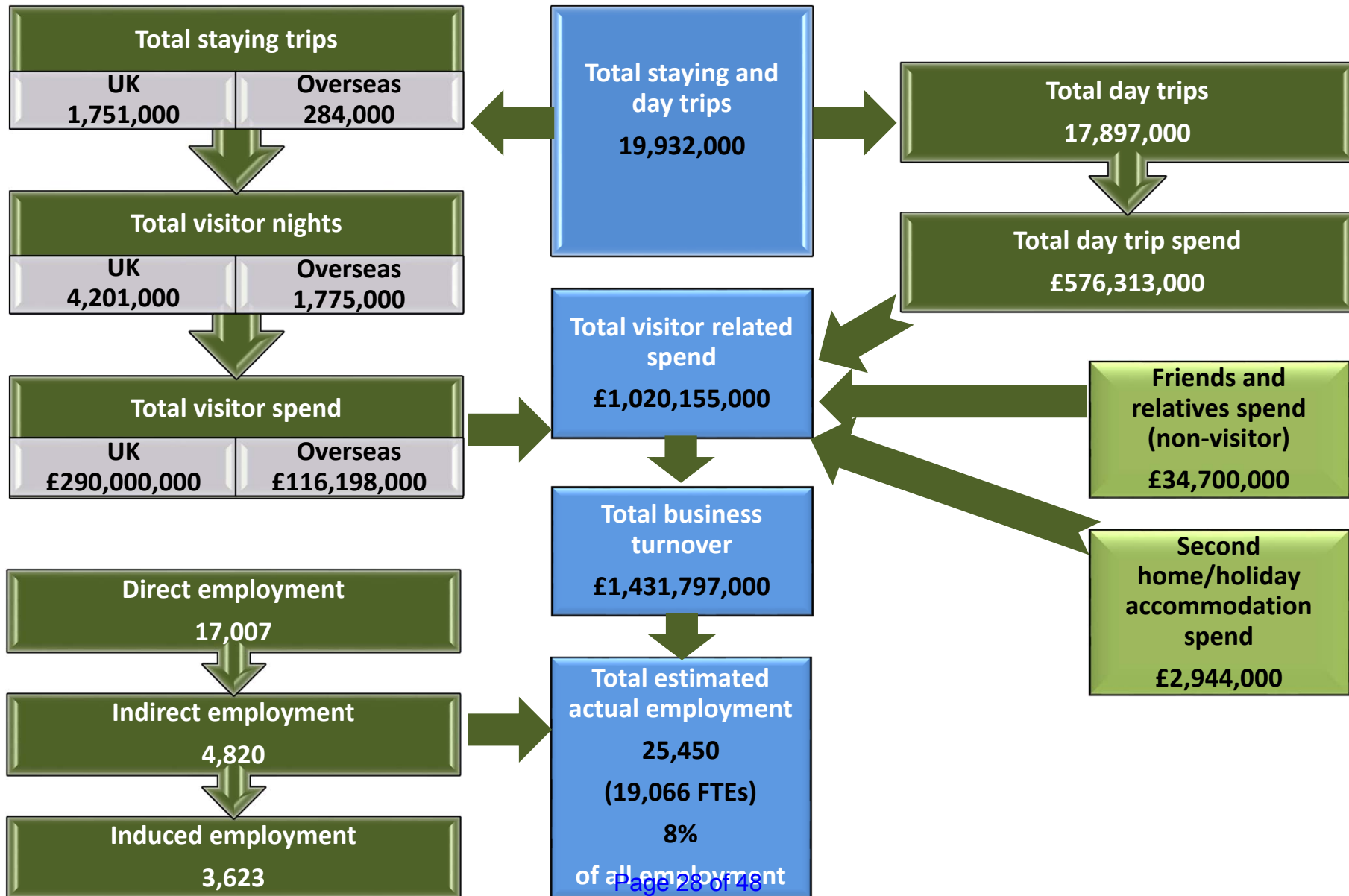
## Full time equivalent employment (FTE's)



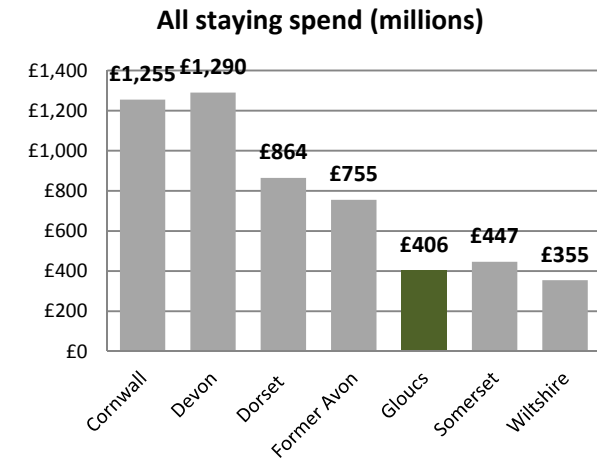
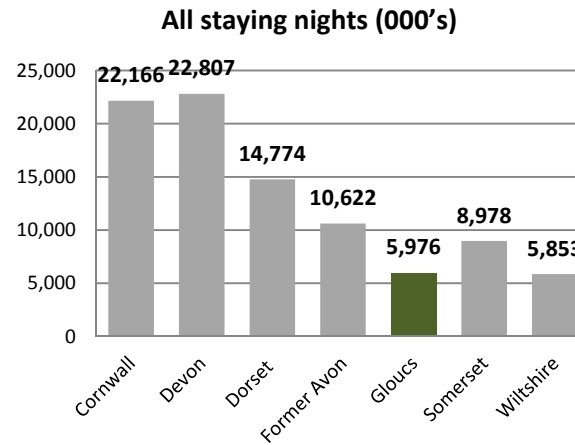
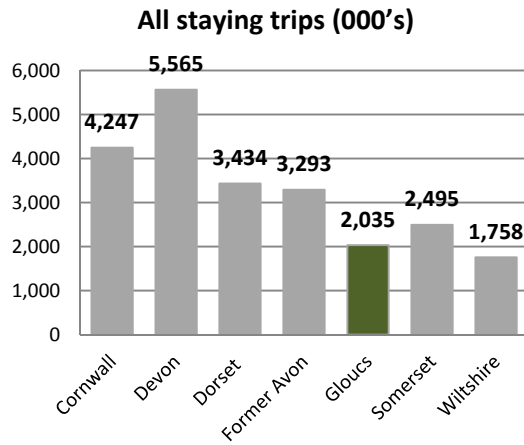
Direct employment in businesses in receipt of visitor expenditure (FTE's)	Staying visitor related	Day visitor related	Total
Accommodation	233	11	244
Retailing	65	243	308
Catering	133	474	606
Attractions/entertainment	81	194	275
Transport	27	41	68
Arising from non trip spend	103	0	103
<b>Total Direct</b>	<b>642</b>	<b>962</b>	<b>1,604</b>

# Gloucestershire 2014

# Gloucestershire - Key facts at a glance



# Gloucestershire - Staying visits in the regional context



Area	Domestic trips (000's)	Overseas trips (000's)	Domestic nights (000's)	Overseas nights (000's)	Domestic spend (millions)	Overseas spend (millions)
Cornwall	3,912	335	19,821	2,345	£1,117	£138
Devon	5,121	444	19,687	3,120	£1,097	£192
Dorset	3,098	336	11,705	3,069	£682	£183
Former Avon	2,592	701	6,465	4,157	£498	£257
Gloucestershire	1,751	284	4,201	1,775	£290	£116
Somerset	2,303	192	7,631	1,347	£380	£66
Wiltshire	1,471	287	4,099	1,754	£258	£97

## Gloucestershire - Staying visits by accommodation type

Domestic tourists	Trips	Nights	Spend
Serviced	562,000	1,047,000	£120,147,000
Self catering	302,000	1,036,000	£85,758,000
Touring caravans /tents	170,000	501,000	£20,953,000
Static vans/holiday centres	24,000	96,000	£5,676,000
Group/campus	17,000	51,000	£1,711,000
Paying guest in private homes	0	0	£0
Second homes	8,000	32,000	£1,253,000
Boat moorings	9,000	21,000	£961,000
Other	10,000	34,000	£2,982,000
Staying with friends and relatives	649,000	1,383,000	£50,559,000
<b>Total</b>	<b>1,751,000</b>	<b>4,201,000</b>	<b>£290,000,000</b>

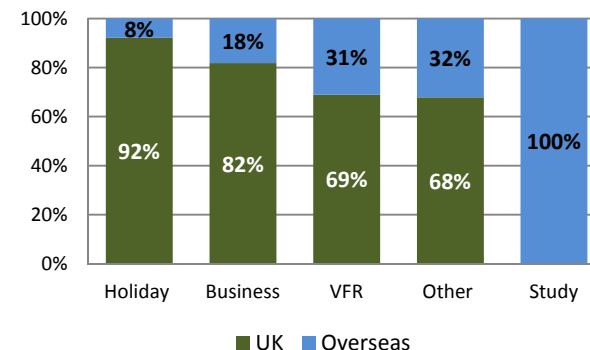
Overseas tourists	Trips	Nights	Spend
Serviced	114,000	307,000	£39,839,000
Self catering	12,000	207,000	£14,310,000
Touring caravans /tents	14,000	53,000	£3,131,000
Static vans/holiday centres	0	2,000	£135,000
Group/campus	11,000	124,000	£8,789,000
Paying guest in private homes	5,000	157,000	£6,198,000
Second homes	3,000	41,000	£2,321,000
Boat moorings	0	0	£0
Other	18,000	62,000	£4,391,000
Staying with friends and relatives	107,000	822,000	£37,084,000
<b>Total</b>	<b>284,000</b>	<b>1,775,000</b>	<b>£116,198,000</b>

# Gloucestershire - Staying visits by purpose

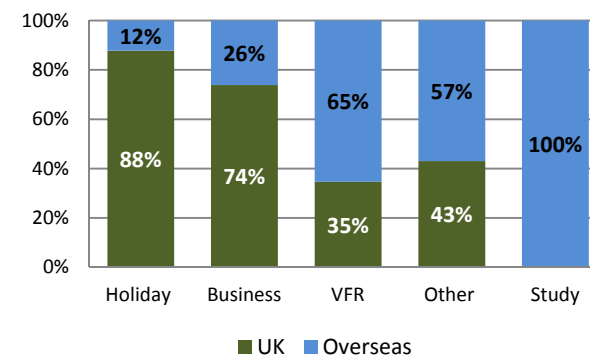
Domestic tourists	Trips	Nights	Spend
Holiday	1,254,000	3,208,000	£205,511,000
Business	239,000	503,000	£50,833,000
Visits to friends and relatives	239,000	453,000	£31,025,000
Other	19,000	37,000	£2,631,000
Study	0	0	£0
<b>Total</b>	<b>1,751,000</b>	<b>4,201,000</b>	<b>£290,000,000</b>

Overseas tourists	Trips	Nights	Spend
Holiday	107,000	444,000	£37,643,000
Business	53,000	178,000	£19,332,000
Visits to friends and relatives	108,000	854,000	£38,731,000
Other	9,000	49,000	£6,214,000
Study	7,000	250,000	£14,278,000
<b>Total</b>	<b>284,000</b>	<b>1,775,000</b>	<b>£116,198,000</b>

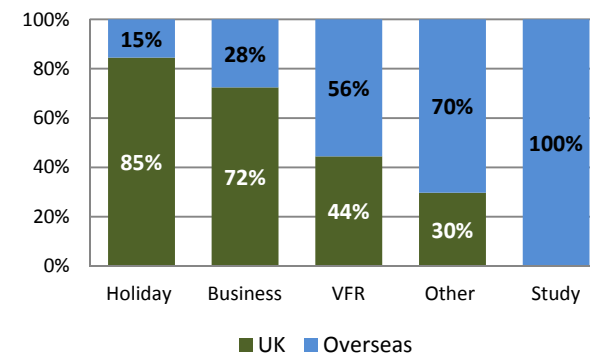
Trips



Nights

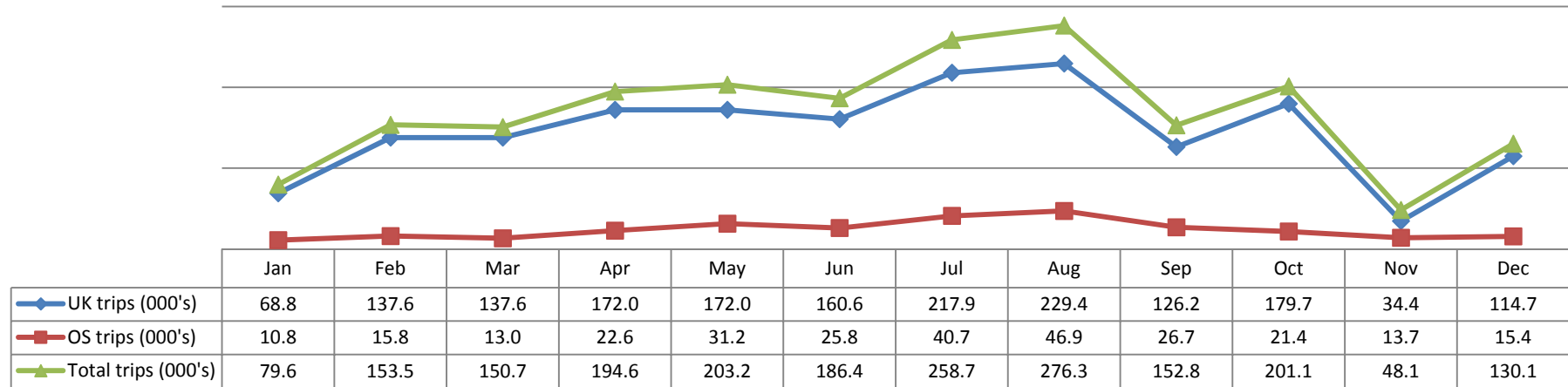


Spend

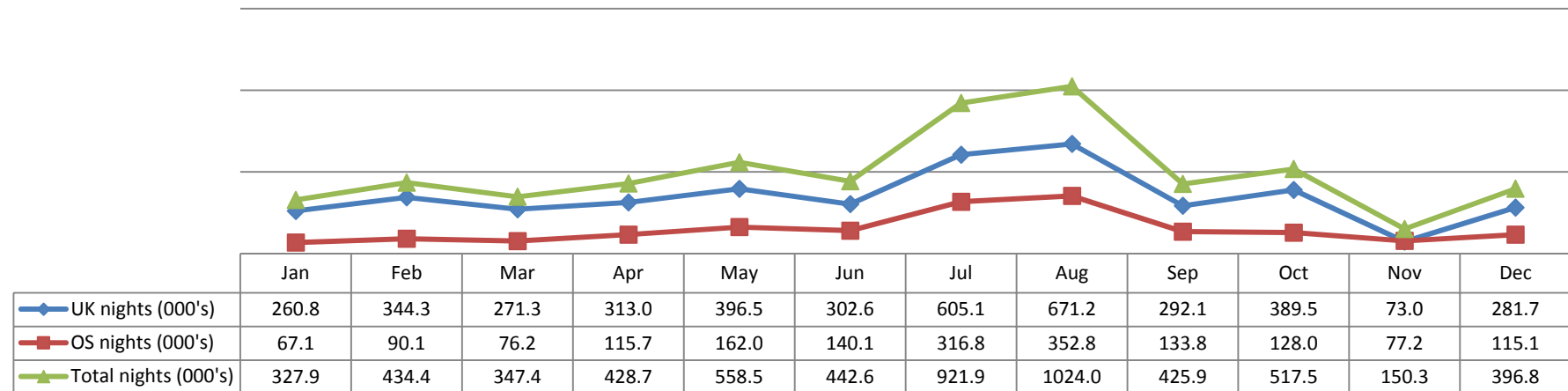


# Gloucestershire - Estimated seasonality of staying visits

Seasonality - trips



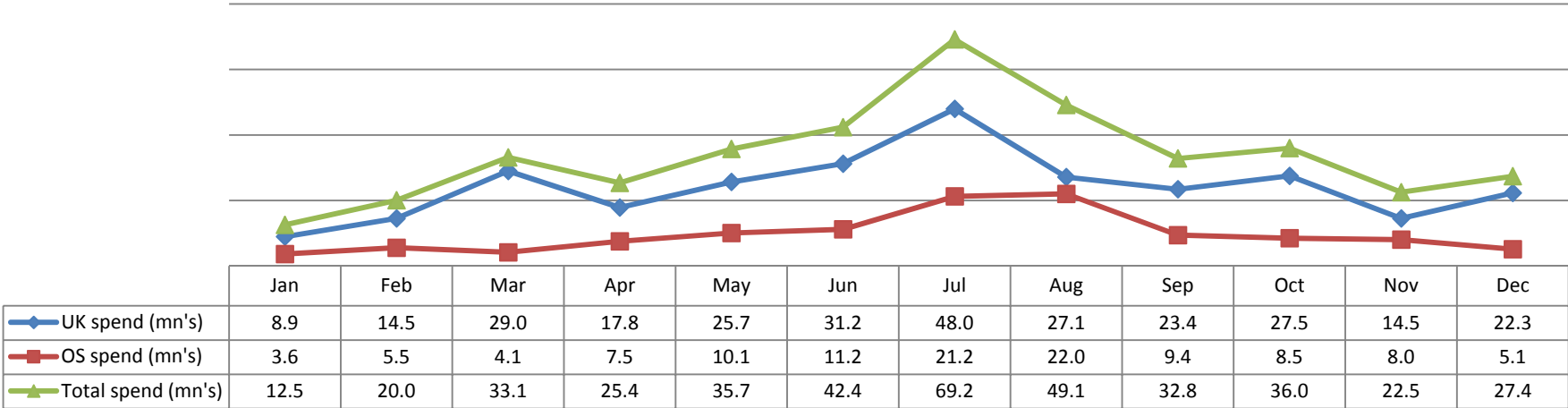
Seasonality - nights



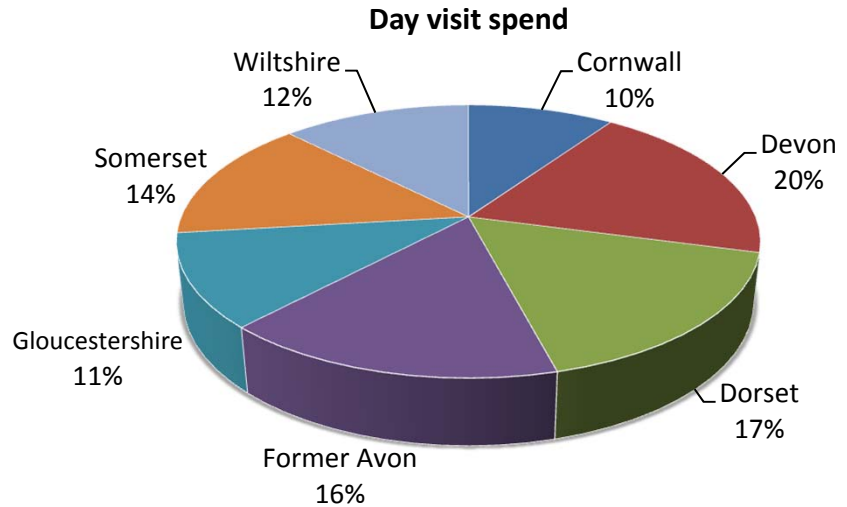
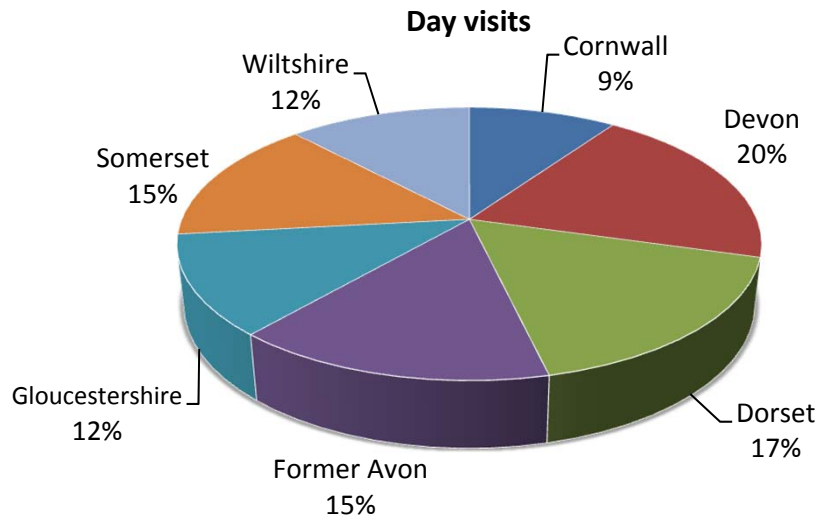


# Gloucestershire - Estimated seasonality of staying visits

Seasonality - spend



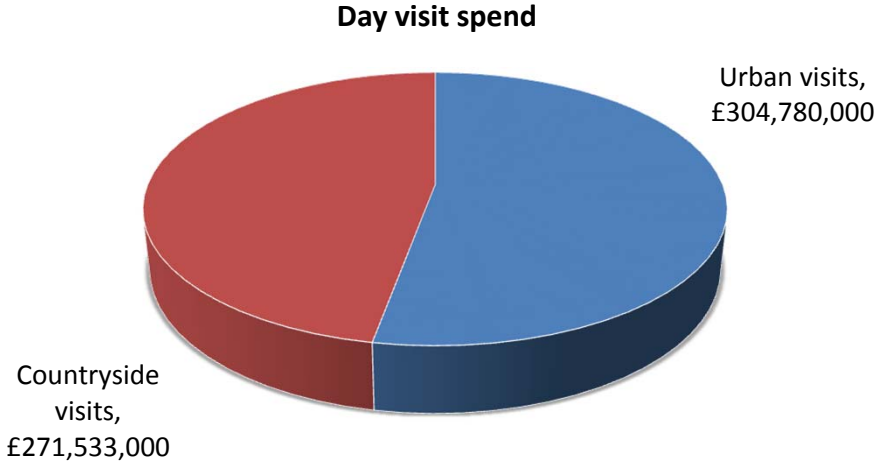
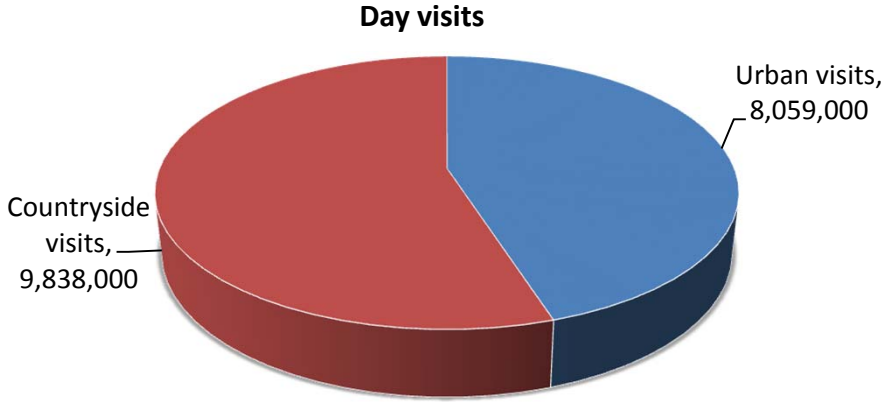
# Gloucestershire - Day visits in the regional context



Area	Day visits (millions)	Day visit spend (millions)
Cornwall	14.6	£499.8
Devon	29.8	£1,015.9
Dorset	25.5	£870.8
Former Avon	22.8	£839.3
Gloucestershire	17.9	£576.3
Somerset	22.3	£751.4
Wiltshire	18.1	£646.2

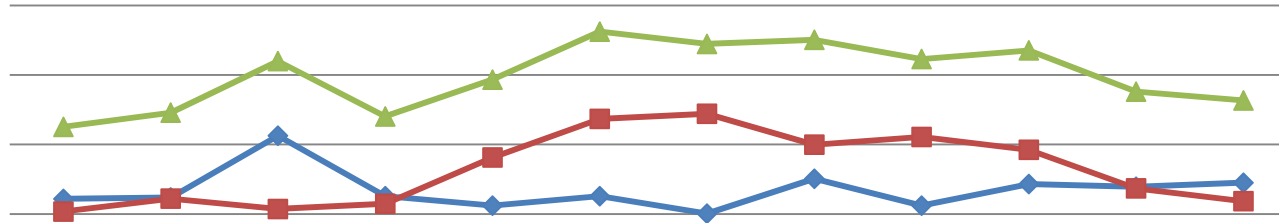
# Gloucestershire - Day visits by location

Total day visits	Total day visit spend
17,897,000	£576,313,000



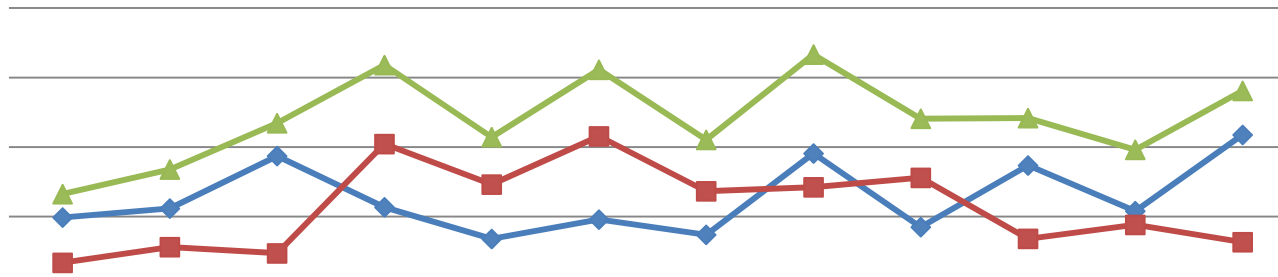
# Gloucestershire - Estimated seasonality of day visits

Seasonality - day visits (000's)



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Urban(000's)	608.8	618.4	1062.9	628.1	560.5	628.1	502.5	753.7	560.5	715.1	695.7	724.7
Rural (000's)	517.8	610.3	536.3	573.3	906.1	1183.5	1220.5	998.6	1054.1	961.6	684.2	591.8
Total (000's)	1126.6	1228.7	1599.2	1201.4	1466.6	1811.6	1723.0	1752.3	1614.5	1676.7	1380.0	1316.5

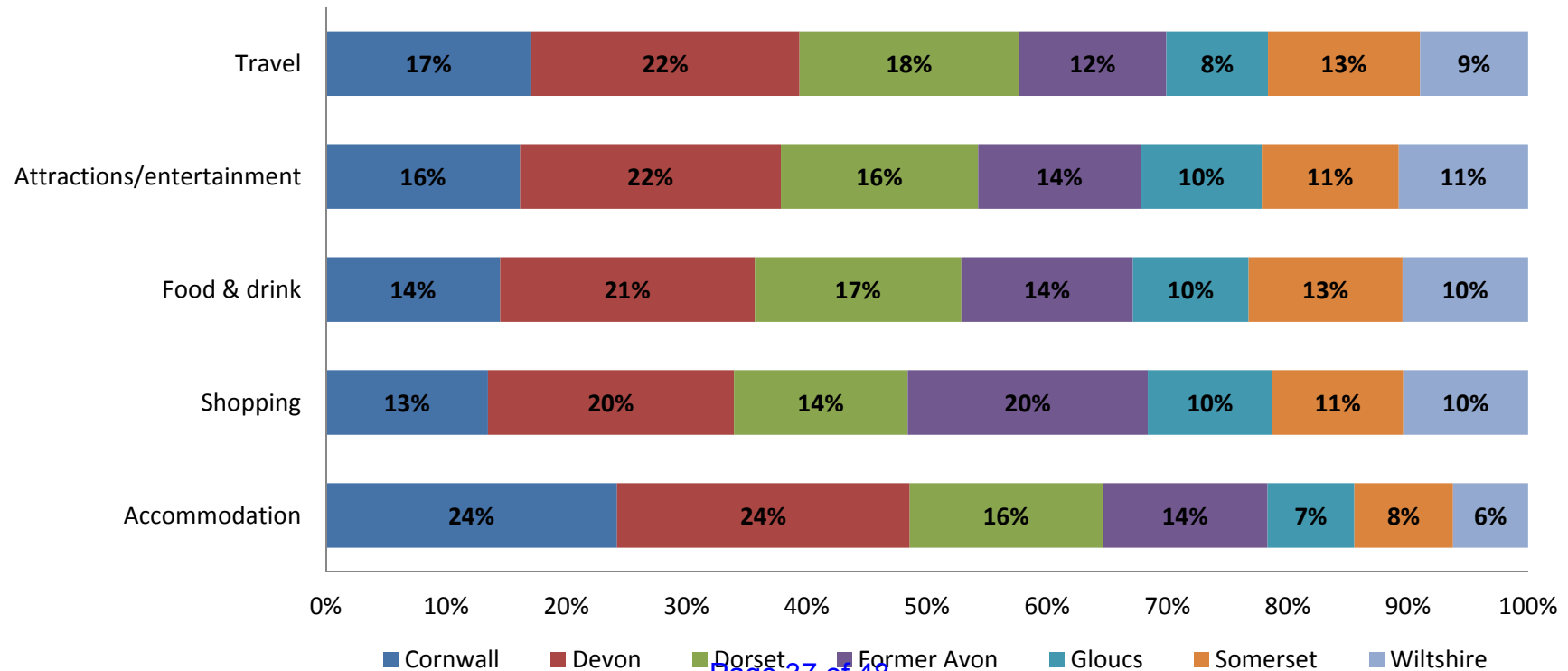
Seasonality - day visit spend (millions)



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Urban (mn)	19.8	22.3	37.4	22.7	13.6	19.2	14.8	38.2	17.0	34.7	21.6	43.5
Rural (mn)	6.7	11.2	9.5	40.9	29.3	43.1	27.3	28.4	31.2	13.6	17.6	12.7
Total (mn)	26.5	33.6	46.9	63.6	42.9	62.3	42.1	66.6	48.2	48.3	39.2	56.2

# Gloucestershire – Direct visitor expenditure by category in the regional context

South West	Accommodation	Shopping	Food & drink	Attractions/entertainment	Travel	TOTAL
Spend	£1,926,786,000	£2,427,485,000	£3,399,928,000	£1,199,397,000	£1,610,769,000	£10,564,362,000
%	18%	23%	32%	11%	15%	100%



# Gloucestershire – Direct visitor expenditure by category



## Accommodation

- UK staying visitors £105,595,000
- Overseas staying visitors £33,513,000



## Shopping

- UK staying visitors £35,314,000
- Overseas staying visitors £32,967,000
- Day visitors £185,652,000



## Food & drink

- UK staying visitors £66,292,000
- Overseas staying visitors £25,135,000
- Day visitors £239,377,000



## Attractions/entertainment

- UK staying visitors £29,814,000
- Overseas staying visitors £13,415,000
- Day visitors £78,202,000



## Travel

- UK staying visitors £52,986,000
- Overseas staying visitors £11,168,000
- Day visitors £73,082,000

## Gloucestershire – Other visitor related expenditure by category

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Second Homes

£1,934,000



Boats

£1,010,000



Visiting friends and relatives (non-visitor spend)

£34,700,000

- Spend on second homes estimates cover rates, maintenance, and replacement of furniture and fittings.
- Spend on boats estimates cover berthing charges, servicing and maintenance and upgrading of equipment.
- Additional spending is incurred by friends and relatives as a result of people coming to stay with them.

## Gloucestershire – Business turnover

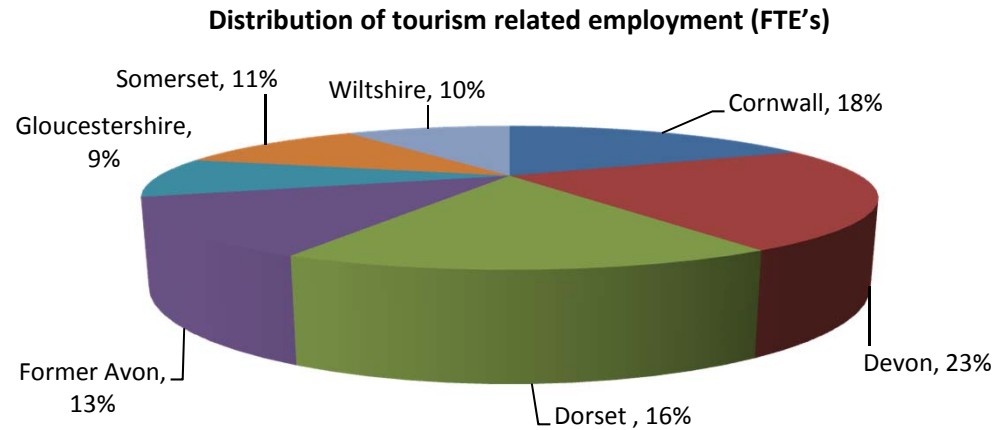
Turnover derived from trip expenditure	Staying visitor related	Day visitor related	Total
Accommodation	£140,937,000	£4,788,000	£145,725,000
Retailing	£67,598,000	£183,796,000	£251,394,000
Catering	£88,684,000	£232,196,000	£320,880,000
Attractions/entertainment	£44,825,000	£82,452,000	£127,277,000
Transport	£38,492,000	£43,849,000	£82,341,000
Arising from non trip spend	£37,644,000	£0	£37,644,000
<b>Total Direct</b>	<b>£418,180,000</b>	<b>£547,081,000</b>	<b>£965,261,000</b>

\*Adjustments have been made to recognise that some spending on retail and food and drink will fall within attractions or accommodation establishments. It is assumed that 40% of travel spend will take place at the origin of the trip rather than at the destination.

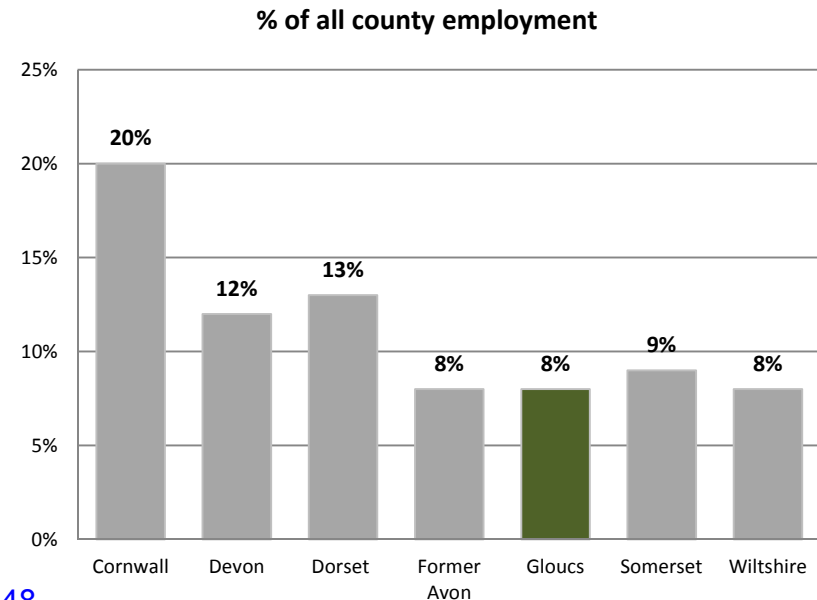
Total business turnover supported by tourism activity	Staying visitor related	Day visitor related	Total
Direct	£418,180,000	£547,081,000	£965,261,000
Supplier and income induced	£226,796,000	£239,740,000	£466,536,000
<b>Total</b>	<b>£644,976,000</b>	<b>£786,821,000</b>	<b>£1,431,797,000</b>



# Gloucestershire – Tourism related employment in the regional context



Area	Number of FTE's
Cornwall	39,336
Devon	48,701
Dorset	35,054
Former Avon	27,279
Gloucestershire	19,066
Somerset	23,777
Wiltshire	20,937



# Gloucestershire – Tourism related employment

## Estimated actual employment



## Full time equivalent employment (FTE's)



Direct employment in businesses in receipt of visitor expenditure (FTE's)	Staying visitor related	Day visitor related	Total
Accommodation	2,116	72	2,188
Retailing	564	1,532	2,096
Catering	1,184	3,100	4,283
Attractions/entertainment	699	1,286	1,985
Transport	239	272	510
Arising from non trip spend	598	0	598
<b>Total Direct</b>	<b>5,399</b>	<b>6,262</b>	<b>11,661</b>

# Coverage Report: Stroud District

## Annual PR Coverage Report 2013 - 2015

### Summary

This report covers 'known' coverage throughout the 2013-2015 period, and it should be noted that the values given are a conservative estimate, based on information available. Advertising equivalent value and publicity value information for international, and some regional publications is not always available.

Online coverage has been separated from printed coverage due to the growing online presence that travel and tourism PR is having. It is not yet possible to give a measurable £ value of online coverage, therefore the number of unique visitors have been given, to the websites mentioned.

### Printed Coverage

Date	Name of Media	Brief Description	Amount of Coverage	Approx. Ad value	Publicity Value	Audience
08.09.2013	Sunday Times	Slad Valley included in a round up of Autumn Walks	1/6 page	£9,000	£27,000.00	3,024,489
17.09.2013	Prize Magazine	Feature on Stroud, photos and web address	2 pages	£5,600.00	£16,800.00	100,000

		Included				
			<b>Totals</b>	<b>14,600</b>	<b>43,800</b>	<b>3124,489</b>
31.01.2014	Express and Star	Vintage and Modern Tour article	¼ page	£875	£2,625.00	361,032
08.02.2014	Saturday Express	Vintage and Modern Tours listed in Get Packing feature. Website included.	Listing	£3250.00	£750.00	£1,871,067
13.02.2014	Prize Magazine	Vintage and Modern Tour article	2 pages	£5,600.00	£16,800.00	
March 2014	Country Homes and Interiors Magazine	Feature on Stroud, images and web address included.	2 pages	£10,800.00	£32,400.00	250,533
24.03.2014	Country Homes and Interiors	Our favourite place in Gloucestershire - Stroud	2 pages	£10,800.00	£10,800.00	40,000
Apr-14	Reizen Magazine	Feature on the Cotswolds	4 pages	£28,500.00	£85,500.00	75,000
11.05.2014	Daily Telegraph	Feature on the Laurie Lee Centenary in the travel section four small	2 ½ pages	£45,000.00	£135,000.00	1893,840

		images				
12.05.2014	Woman's Own	Feature on Stroud	1 1/3 pages	£10,666.00	£31,998.00	225,436
21.06.2014	The Independent Travel Section	Feature on Laurie Lee and the Cotswolds	2 pages	£36,000.00	£108,000.00	452,311
Sat 14 <sup>th</sup> June 2014	The Guardian	Feature on the Cotswolds & Severn Vale 7 day circular cycling tour (A5 100 page supplement)	2 pages	£10-20,000 approx	£52,500	794,457
Sept 2014	Cyclelive Magazine	Feature on the Cotswolds & Severn Vale 7 day circular cycling tour	½ page	unavailable	unavailable	unavailable
27.09.2014	The Times	Feature on the Laurie Lee Anniversary, and Christopher Somerville's A Good Walk	1 page	£38,000.00	£114,000.00	1,345,389
Nov/Dec 2014	Britain Magazine	Feature on the Cotswolds, Cider with Rosie and Laurie Lee	7 pages	£23,800.00	£71,400.00	100,000
Dec 2014	Cycling World	Feature on the Cotswolds & Severn Vale 7	1 full page	Unavailable	unavailable	unavailable

		day circular cycling tour				
			<b>Totals</b>	<b>233,291</b>	<b>661,773</b>	<b>7,409,065</b>
Jan 2015	BBC Homes and Antiques Magazine	Feature on Stroud	4 pages	£27,480.00	£82,440.00	282,000
28.02.2015	Daily Mail	Painswick featured in Your Weekend Away section linking The Casual Vacancy	¼ page	£8,000	£24,000.00	6,092,904
March 2015	Woman's World (WI Mag)	Rococco snowdrops and Batsford included in the Great British Flower Hunt feature	½ page	£12,500.00	£37,500.00	210,000
Aug 2015	Natural Health Magazine	Feature on Stroud herbalist;s	2 page	Unavailable	unavailable	unavailable
Oct 2015	British Heritage Magazine	Feature on Stroud Market	4.5 pages	Unavailable	Unavailable	Unavailable
Feb 2016	Tatler	Feature on Lypiatt Park	½ page	Unavailable	Unavailable	Unavailable
			<b>Totals</b>	<b>7409,065</b>	<b>10,681,500</b>	

## Radio Coverage

<b>Date</b>	<b>Radio Station</b>	<b>Brief Description</b>	<b>listeners</b>
Jan 2015	Interview with Radio Gloucestershire	Homes and antiques article about Stroud	
June 2014	Radio Gloucestershire 3 weeks of plugging the cycle tour	Cotswolds & Severn 7 day circular cycling tour	
June 2014	Heart – 2 weeks of plugging the Cotswolds & Severn Vale Cycling tour	Cotswolds & Severn Vale 7 day circular cycling tour	
June 2014	Interview with Radio Gloucestershire	Cotswolds & Severn Vale 7 day circular cycling tour	

### TV Coverage

<b>Date</b>	<b>Channel</b>	<b>Brief Description</b>	<b>Viewers</b>
July 2014	Channel 5	TV Adverts and Idents for the Cotswolds & Severn Vale 7 day circular cycling tour	Unavailable
Winter 2015	BBC2	Wolf Hall	Average of 4.4 million per episode
February/March 2015	BBC1	J.K. Rowling's Casual Vacancy	Average of 6.6 million per episode
September 2015	BBC1	Cider with Rosie	3.9 million
Various	BBC1	Countryfile	Average of 8 million per episode

### Online Coverage

<b>Date</b>	<b>Website</b>	<b>Brief Description</b>	<b>Unique Visitors per month</b>
01.08.2013	Good Housekeeping	Three Choirs Vineyard article online	

11.05.2014	Daily Telegraph	Laurie Lee feature in the paper also online.	8.2 million approx
21.06.2014	Independent Online	The Laurie Lee feature in the paper also online	19.3 million approx
01.07.2014	All about You.com	Great Trees to see in the Summer Holiday – Lime Tree at Westonbirt	742,371
14 <sup>th</sup> June 2014	The Guardian – Travel Section tab while Tour de France was on	Cotswolds & Severn Vale 7 day circular cycling tour	Unavailable
14 <sup>th</sup> June 2014	Cycle England experiences landing page	Cotswolds & Severn Vale 7 day circular tour	Unavailable

### Social Media Coverage

User	Followers	Details
Visit England	127,000	Tweet about The Casual Vacancy and Northleach
Visit England	127,000	Tweet about the Cotswolds & Severn Vale 7 day circular cycling tour
The Guardian		Tweet about the Cycling Campaign directing to the web