

COMMUNITY SERVICES AND LICENSING COMMITTEE

MEMBER REPORT

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| NAME OF ORGANISATION/BODY | GFirst LEP – Visitor Economy/Tourism Business Group |
| BRIEF REPORT | <p>The LEP has obtained £100k from the business rate pool to promote “Visit Gloucestershire” Currently workshops are taking place to try to understand the current situation and build a strategy upon that. It is hoped that the strategy will be in place by the Autumn and start to have an impact from the end of 2022.</p> <p>Interestingly they have picked up on the Stroud District Council study of a few years ago where we highlighted the way in which a healthy tourism operation can through the additional footfall it produces, support local facilities for the benefit of communities, that might otherwise have to close and is therefore hugely important for residents.</p> |
| REPORT SUBMITTED BY | Cllr Gordon Craig |
| DATE | 15 March 2021 |