**'Torquay – a destination in transition'**

**Vision: To be best in the West: a major, quality, all year round tourist destination based on coast, countryside, culture and cuisine**

## Support the increase in the quality and sustainability of the accommodation sector

- Conduct a thorough and on-going bed audit and key accommodation data to support a managed rebalancing of the quantity and quality of bed spaces in each accommodation sector to reflect current demand and predicted future trends by allowing change of use to other high quality accommodation.
- Support development of accessible and green accommodation, and investment in quality hotels
- Stop HMO's in established tourism areas
- Persuade landlords and owners, or use of Section 215 notices, to improve maintenance and visual appearance of properties in established tourism areas
- Protect the green open spaces within Torquay's environment by restricting new holiday accommodation to existing or urban brownfield sites
- Encourage businesses to trade all year round and maximise their turnover; support a reduction in VAT rate for tourism businesses
- Support creation of an international hotel school to underpin a high quality accommodation sector
- Develop good quality conference facilities to support all year round tourism
    - ERCC is of high quality, fit for purpose and sustainable
    - Develop accommodation sector that supports conference delegate requirements

## Concentrate tourism investment within one Core Tourism Investment Area (CTIA) to develop a vibrant, quality visitor experience

- The CTIA defined as the coastal strip from Livermead Cliff Hotel to the Imperial Hotel including the areas around Torre Abbey/ ERC, lower Belgrave Road and harbour
- Council investment to improve maintenance of roads, pavements and the street scene
- Support redevelopment of redundant sites to improve visual appearance
- Retain sustainable high quality tourism use for existing major tourism properties
- Move fairground activities to Paignton Green to allow Torre Abbey green space for summer festivals and music events
- Develop national standard, good quality conference facilities to support all year round tourism and quality hotels
    - Ensure the ERCC is of high quality, fit for purpose and sustainable
    - Promote hotel accommodation to support delegate requirements

## Integrate sports and water based activities into the tourism offer

- Make access to the water easier for all users.
- Make it easier to store and launch small craft from beaches, harbours and piers
- Blue Flag awards for all beaches
- Good quality maintenance of beach fronts
- Quality toilets
- Redevelop existing Meadfoot beach hut area in to high quality rental beach units and quality restaurant
- Develop regional and national standard sports facilities and water sports provision as an integral part of the broader Tourism offer
- Develop improved harbour facilities to support a quality tourism area

## Develop Torquay as the cultural centre of the West with a broadened range of tourism infrastructure to diversify the visitor appeal

- Develop a range of quality all year round festivals based on coast and countryside, culture and cuisine
- Develop Heritage, Literary, Geology and Arts Trails
- Develop volunteer walking and tour guides and bring to visitors' attention the 'hidden jewels' of Torbay.
- Establish a suitable site for a Torbay open air theatre
- Establish a Torbay Culture/Arts Centre on a suitable site
- Support investment in all year round, quality indoor attractions and a major national attraction of the calibre of the Eden Project
- Help businesses create packaged themed breaks and a resort tourist pass
- Create a dedicated Agatha Christie centre housed in a key building such as the Pavilion where her life and works are also celebrated with history and live performances
- Develop a festival/music/large event location on Torre Abbey green space
- Support the development of a quality retail offering through town centre regeneration as an integral part of Tourism offer

## Transition night-time economy to provide a quality harbour area to attract high spenders and visitors who use quality accommodation

- Support positive management of night time economy by retaining Purple Flag award
- Establish zero tolerance policing of antisocial behaviour/drunkenness
- Create a quality café/restaurant/bar/accommodation area around harbour with alfresco facilities
- Relocate clubs to distributed locations away from residential areas but integrated with the main tourism accommodation area
- Promote a dedicated entertainment complex with cinema/pubs/clubs/casino/retail integrated with the main tourism area

## Create a coastal, transport gateway hub at Torquay train station for trains, coaches, buses, bikes, taxis and land train

- Train station, coach drop off/collection facilities, bus stop to link with main routes (and land train), taxi rank and cycle hire with link to wider cycle/foot path routes
- Sheddon Hill car park as coach park
- Ensure all accesses are accessible
- Encourage development of existing railway buildings in to related uses
- Route in to hub via Rathmore/Falkland Road from Avenue Road (reverse current one way routes for this and Kings Drive for traffic out of town)
- Improve direct rail links
- Controlled crossings for pedestrian access