Tourism Sub Group for the Torquay Neighbourhood Plan

Torquay – a destination in transition

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

1. Support the increase in quality and sustainability of the accommodation sector
    a. Encouraging businesses to trade above the VAT barrier and support a reduction in VAT rate for tourism businesses
    b. 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 future trends by allowing change of use to other high quality accommodation
    c. Support creation of accessible and green accommodation
    d. Support creation of an international hotel school to underpin the tourism position
    e. Stop HMO's in tourism areas
    f. Persuade landlords and owners to improve maintenance and visual appearance of properties in tourism areas
2. Develop Torquay as the cultural centre of the West with a broadened range of tourism infrastructure to diversify the visitor appeal
    a. Develop a range of quality all year round festivals based on cuisine, culture, coast and countryside.
    b. Heritage, Literary, Geology and Arts Trails
    c. Volunteer walking and tour guides
    d. Open air theatre
    e. Culture/Arts centre

f. Support investment in all year round, quality indoor attractions and a major national attraction of the calibre of the Eden Project

g. Help businesses create packaged themed breaks and a resort tourist pass

h. 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

3. Integrate development of high quality tourism offering with retail development and up market accommodation provision
4. Concentrate investment in tourism in the Core Tourism Investment Area (CTIA)
5. Develop good quality conference facilities to support all year round tourism and quality branded hotels
6. Integrate water based activities in to the tourism offer and make access easier with Blue Flag awards for all beaches
7. Transition night-time economy to provide a quality harbour area to attract high spenders

    a. Support management of night time economy and immediate zero tolerance policing of antisocial behaviour/drunkenness and retain Purple Flag award.

    b. Goal to create a café/restaurant/pub/accommodation area around harbour

    c. Promote relocation of clubs to an alternative area such as *Belgrave Road*

8. Create a coastal transport gateway hub at Torquay train station

    a. Route in via Rathmore/Falkland Road (one way reverse); Kings Drive one way reversed

    b. Improve direct rail links